

DISPLAY RATE CARD NUMBER 18N

MATERIALS SPECIFICATIONS

Electronic Files

Macintosh format, Photoshop PSD, TIFF or Adobe Press PDF preferred. Press quality PDFs will be converted to an EPS or TIFF file for final output.

Disc:

- Electronic files may be supplied on CD-ROM or DVD.
- A proof of the ad accurately representing how the ad should appear when printed **MUST** be included with the disc. Four-color ads must include an accurate color proof.

File Uploads & Email:

- File uploads and emails **MUST** be followed with a hard copy of the ad that accurately represents how the ad should appear when printed. Original color proofs must be mailed to the Ad Trafficking Coordinator at:

Michael Hardwick
Information Today, Inc.
143 Old Marlton Pike
Medford, NJ 08055

- Ads sent via File Upload should be encoded as a BinHex format. Using a web browser, log-on using the following parameters:

Address: <http://files.infotoday.com>
User ID: **advert (case-sensitive)**
Password: **advert1 (case-sensitive)**

Once you transfer your file to this location, email the Ad Trafficking Coordinator at mhardwick@infotoday.com to verify that the files have been uploaded.

- Ads sent via email must not exceed 10MB gross file size. Files should be compressed into a Stuffit file, Zip file, or self-extracting archive. Email files to adsubmit@infotoday.com.

ALL advertisements MUST include a color proof.

General Conditions

Contract & Copy Regulations

Advertiser is responsible for supplying appropriate artwork by the material due date; where a multiple insertion contract is in force, the publisher will pick up advertiser's ad from the most recent issue if new artwork is not received by this date. All advertising is subject to the publisher's approval. The publisher reserves the right and has the sole discretion to reject any advertising. Acceptance of an advertisement does not imply an endorsement by Information Today, Inc. or its publications. Advertiser and advertising agency assume liability for all content of advertisements printed.

ad dimensions

Space	Size (W x H, inches)
• Quarter-page (1/4 pg. ads on RH or LH)	7"x4.25" 504 x 306 Pixels
• Half-page vertical (Vertical 1/2 on RH or LH) TOC will run on the LH side of the document	7"x8.5" 504 x 612 Pixels
• Full page (Full landscape both sides of document)	14"x8.5" 1008 x 612 Pixels
• Half-page horizontal (Half landscape both sides of document)	14"x4.25" 1008 x 306 Pixels

Ad specs: 300 dpi, RGB mode, TIFF, PSD, or PDF format.

Terms & Conditions

A 15% discount on space, color, and position is available to recognized advertising agencies. All invoices due net 30 days. A 1.5% per month late charge will be added to overdue invoices. A statement and three tear sheets are sent at time of publication.

Frequency Discounts & Rate Adjustments

Frequency rates are based on the total number of insertions of 1/3 page or more within the contract year, excluding Ad Showcase. Credits will be applied to current accounts for advertisers who increase frequency or space during the contract period. Advertisers who do not complete a scheduled advertising contract will be subject to a short rate penalty. All cancellations must be received in writing prior to the Space Reservation date. Information Today, Inc. reserves the right to make adjustments to the advertising rates.

