

2010 Rate Card

2010 Display Advertising Rates

Rate Card # 21 (All rates net)

4/color rates	1x	2x	3x	4x	5x
Full page	\$4,350	\$3,935	\$3,750	\$3,575	\$3,405
2/3 page	\$3,520	\$3,200	\$3,040	\$2,900	\$2,765
Half page	\$2,900	\$2,530	\$2,410	\$2,395	\$2,285
1/3 page	\$2,275	\$2,070	\$1,975	\$1,890	\$1,805
1/4 page	\$1,860	\$1,695	\$1,620	\$1,550	\$1,485

2/color rates

Full page	\$4,000	\$3,585	\$3,400	\$3,225	\$3,075
2/3 page	\$3,170	\$2,850	\$2,690	\$2,550	\$2,435
Half page	\$2,550	\$2,280	\$2,160	\$2,045	\$1,950
1/3 page	\$1,925	\$1,720	\$1,625	\$1,540	\$1,475
1/4 page	\$1,510	\$1,245	\$1,270	\$1,200	\$1,150

B/W rates

Full page	\$3,650	\$3,235	\$3,050	\$2,875	\$2,745
2/3 page	\$2,820	\$2,500	\$2,340	\$2,200	\$2,100
Half page	\$2,200	\$1,930	\$1,810	\$1,695	\$1,620
1/3 page	\$1,575	\$1,370	\$1,275	\$1,190	\$1,140
1/4 page	\$1,160	\$995	\$920	\$850	\$820

Cover rates

Cover 4	\$4,975	\$4,430	\$4,220	\$4,020	\$3,830
Covers 2 + 3	\$4,685	\$4,240	\$4,040	\$3,850	\$3,670

FB Marketplace

(Includes 4/color, all rates net)

1/4 page	\$850	\$790	\$765	\$690	\$665
1/8 page	\$650	\$590	\$565	\$490	\$475

Call your advertising representative for fractional rates, special color rates (PMS, metallic, 5th color).

Premium position available at 15% above net rates. Positions are based on availability and include selected editorial adjacencies.

Web & E-mail Advertising 2010

Rate Card #5 (All rates net)

(Includes posting for 30 days to the **Family Business** website, and inclusion in one **Family Business** e-newsletter. Please note that full-page display advertisers in the print edition receive FREE e-newsletter ads in the month in which their print ad runs.)

Channel Partners: \$24,000

Webcasts: \$10,000 master sponsor/\$5,000 multi-sponsor

Banners

Mini Banner (234x60 pixels):	\$750
Button (160x80 pixels):	\$600
Banner (468x60 pixels):	\$850

Website Positions

- ▶ Home Page
- ▶ Articles Library
- ▶ Adviser Directory
- ▶ **Family Business** Bookstore
- ▶ **Family Business** Table of Contents
- ▶ Expert Tips
- ▶ Featured Columnist
- ▶ Tools and Tests
- ▶ Family Businesses in the News
- ▶ **Family Business** Calendar
- ▶ Awards and Honors

Supplied Insert Pricing 2010

Rate Card #5 (All rates net)

2-page insert	\$3,500
4-page insert	\$4,500
8-page insert	\$6,250
12-page insert	\$7,750
16-page insert	\$9,970

These are guideline prices for pre-printed inserts in **Family Business**. This assumes "normal" weight and size (less than 8½ x 11); heavier pieces, or unusual sizes, will be priced individually. Contact your advertising representative to discuss weight and sizing.

Pricing is for insertion in the magazine or insertion in the Polybag. Polybag insertions limited to 3 pieces per issue on a first-come, first-served basis.

Special insertion costs: Handwork, glue dotting etc., are billed at cost and are non-commissionable.