

# RATES *Specs*

Print Digital Issue

## 2011 4-Color Rates (Gross Rates)

	1x	3x	6x	9x	12x	18x
Full Page	\$5,779	\$5,603	\$5,186	\$4,791	\$4,640	\$4,554
2/3 Page	\$5,336	\$5,215	\$4,821	\$4,705	\$4,584	\$4,330
1/2 Island	\$3,962	\$3,895	\$3,556	\$3,392	\$3,265	\$3,137
1/2 Page	\$3,610	\$3,550	\$3,265	\$3,222	\$3,046	\$2,870
1/3 Page	\$3,101	\$3,053	\$2,780	\$2,622	\$2,483	\$2,379
1/4 Page	\$2,712	\$2,689	\$2,435	\$2,295	\$2,185	\$1,998
1/6 Page	\$2,465	\$2,409	\$2,095	\$1,962	\$1,871	\$1,749

Special Discount Programs and Combination Programs with other BNP Media Publications are available. Ask your sales rep for details.

### Payment terms:

Invoices are payable in U.S. funds only. Net 30 days. 1.5% per month service charge thereafter (0.5% in Texas). Advertisements originating outside of the U.S. must be prepaid. Extension of credit is subject to the approval of the Credit Department. First-time advertisers will be required to provide credit information or prepayment at the start of their advertising program. Publisher reserves the right to hold advertiser and/or agency jointly responsible and severally liable for money due and payable to the publisher. Should it become necessary to refer any outstanding balance to an outside agency or attorney for collection, customer understands and agrees to pay all collection costs, including finance charges, court costs and attorney fees.

## Marketing Services

### CUSTOM MEDIA DIVISION — PERSONALIZED MEDIA SOLUTIONS

Is your organization thinking about starting its own magazine or website? How about creating a video or coffee table book? Let us do all the work for you, from start to finish. Our Custom Media Division combines our media staff experts with ED+C's readership. The end result is an engaging media tool delivered to your target market. Let us partner with you to produce a powerful media package that showcases your message in the marketplace. For more information, contact your sales representative.



### MAKING THE COMPLEX CLEAR

Clear Seas Research is an industry-focused market research company dedicated to providing clear insights to complex business questions.

Clear Seas Research will work closely with you to determine if your marketing message breaks through the noise, engages your target, and causes them to take action. Primary market research will be used to test your marketing communication to ensure it is achieving the desired outcome.

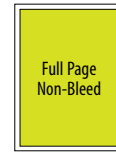
To learn more about how Clear Seas Research can help you maximize marketing ROI, please contact Beth Surowiec at (248) 786-1619 or SurowiecB@clearseasresearch.com.

## Advertising

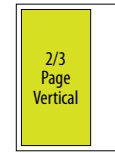
### DISPLAY SIZES



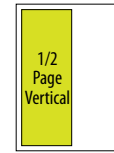
9" x 11"



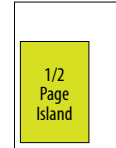
8.75" x 10.75"



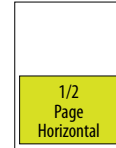
4.75" x 10"



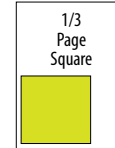
3.5" x 10"



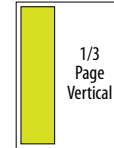
4.75" x 7.5"



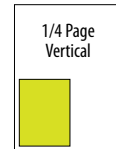
7.25" x 4.875"



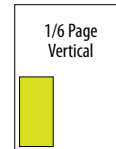
4.75" x 4.875"



2.25" x 10"



3.5" x 4.875"



2.25" x 4.875"

Complete mechanical specifications available at [www.EDCmag.com](http://www.EDCmag.com).

Ship ad materials to: Jeff Bagwell, ED+C  
2401 W. Big Beaver, Suite 700, Troy, MI 48084  
Ads can be sent via FTP  
<http://upload.bnpmmedia.com>. Contact Jeff for details at [BagwellJ@bnpmmedia.com](mailto:BagwellJ@bnpmmedia.com) or 248-244-6481.

# Sales

**Diana Brown** PUBLISHER  
248-244-6258 [brownd@bnpmmedia.com](mailto:brownd@bnpmmedia.com)



**Chris Campbell** NATIONAL SALES MANAGER  
248-786-1693 [campbellc@bnpmmedia.com](mailto:campbellc@bnpmmedia.com)



**Karrie Laughlin** NATIONAL SALES MANAGER  
248-227-3584 [laughlink@bnpmmedia.com](mailto:laughlink@bnpmmedia.com)

