

# 2012 PRINT ADVERTISING RATES

Ad Size	Dimension	1x	3x	6x	12x	18x	24x	36x
Full Page	7" x 10"	\$3,822	\$3,697	\$3,462	\$3,343	\$3,234	\$3,132	\$3,033
2/3	4 1/2" x 10"	2,848	2,704	2,483	2,399	2,302	2,206	2,116
1/2 Island	4 1/2" x 7 1/2"	2,453	2,328	2,145	2,085	1,990	1,928	1,867
1/2 Horizontal 1/2 Vertical	7" x 4 7/8" 3 3/8" x 10"	2,145	2,029	1,865	1,803	1,736	1,669	1,603
1/3 Horizontal 1/3 Vertical 1/3 Square	7" x 3 1/4" 2 1/4" x 10" 4 1/2" x 4 7/8"	1,474	1,413	1,285	1,251	1,191	1,135	1,089
1/4 Horizontal 1/4 Vertical	7" x 2 3/8" 3 3/8" x 4 7/8"	1,121	1,056	976	938	900	862	821
1/6 Horizontal 1/6 Vertical	4 1/2" x 2 1/4" 2 1/4" x 4 7/8"	745	714	660	627	594	562	525
1/8 Horizontal 1/8 Vertical	3 3/8" x 2 3/8" 2 1/4" x 3 3/4"	572	529	492	475	456	445	421

## COLOR RATES

Color (other than black) is available in all ad sizes. Standard colors are 4A red, blue, green, and yellow. Cost per color, per page, over space rates:

	<u>O-1 Pgs</u>	<u>Spread</u>
2/c Standard.....	\$380.....	\$633
2/c PMS Spot .....	\$494.....	\$786
2/c Metallic.....	\$1,101 .....	\$1,835
3/c Standard.....	\$698.....	\$1,165
4/c Process.....	\$1,125 .....	\$1,836

## BLEEDS

No extra charge for bleed. Specifications for bleed:

Page bleed .....	8 1/8" x 11"
Spread, Full bleed .....	16 1/4" x 11"
Spread, Gutter bleed .....	15" x 10"
Trim size.....	8" x 10 3/4"

Vital live matter must be kept at least 3/8" away from trim edges on bleed pages.

## SHIPPING INSTRUCTIONS

Ship materials, insert samples, insertion orders, etc. to:  
Bryon Palmer, SNIPS Production Manager

2401 W. Big Beaver Road, Ste. 700, Troy, MI 48084, Ph: 248.244.6435, palmerbt@bnpmedia.com

FTP Login Information: <http://upload.bnpmedia.com>

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## CLASSIFIED AD RATES

Classified advertising closing is the first of the month preceding date of the issue. Agency commission is not allowed on regular line classifieds. Classifieds do not count towards general advertising frequency. Commission allowed on display ads only, provided they are camera ready. Contact Mike O'Connor at 610-354-9552 or [occonnorm@bnpmedia.com](mailto:occonnorm@bnpmedia.com) for more information.

Display Classifieds				Line Classifieds			
1x	2x	6x	12x	1x	2x	6x	12x
\$135	\$128	\$118	\$111	\$149	\$143	\$138	\$133

## COVER CORNER TAG

The corner tag ad space is available in the lower right hand corner of the cover and provides advertisers with a unique high-impact opportunity to reach contractors.

### Cost:

Purchase a full-page ad in SNIPS and receive a corner tag (in the same issue) for \$1,500 gross.

### Specs:

- ◆ Live Area: 2.625" x 2.625" (3/8 without trim)
- ◆ Trim Size: 3" x 3"
- ◆ Bleed Size: 3.125 x 3.125

## COPY AND CONTRACT

Advertisers and agency assume liability for all content (including text, representation, and illustrations) of advertisements printed, and also assume responsibility for any claims arising therefrom made against the publisher. Acceptance of advertising copy and art is subject to publisher's approval.

## COMBINATION RATES

Attractive combination rates and special packages are available with other BNP Media publications, including *Air Conditioning, Heating & Refrigeration News, Engineered Systems and Roofing Contractor*. Call for details.

## PUBLICATION AND CLOSING DATES

Published monthly; issued first of each month. All materials for display and classified advertising, including alterations, furnished inserts and insertion orders, must be received by the first of the month preceding date of issue. When normal closing dates fall on holidays or weekends, issues close the preceding workday.

## PAYMENT AND TERMS

Invoices are payable in U.S. Funds only, Net 30 days. 1 % per month service charge thereafter ( % 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. All changes and/or cancellations to existing contracts must be made in writing four weeks prior to the sales close date.

## AGENCY COMMISSION

15% to recognized agencies on space, color, and position if accounts are kept current. Commission is not allowed on insert handling, special binding or trimming of inserts, reprints, other mechanical charges, spotlight ads and classified advertising.

## SHORT RATES AND REBATES

Advertisers will be short-rated if within a 12-month period from the date of first insertion they do not use the amount of space upon which their billings have been based. Advertisers will be rebated or receive credits if within a 12-month period they have used sufficient additional space to warrant a lower rate than the rate they have been billed.

## CANCELLATION POLICY

No cancellations accepted after published closing date. Contracts may be cancelled by advertiser or publisher on written notice 30 days in advance of closing date.