

Print Advertising Rates

AD SIZE	DIMENSIONS	1x	3x	6x	12x	18x	24x	36x
Full Page	7" x 10"	\$3,568	\$3,451	\$3,232	\$3,121	\$3,019	\$2,924	\$2,832
2/3	4 1/2" x 10"	2,659	2,524	2,318	2,239	2,149	2,060	1,975
1/2 Island	4 1/2" x 7 1/2"	2,290	2,173	2,003	1,946	1,858	1,800	1,743
1/2 Horizontal 1/2 Vertical	7" x 4 7/8" 3 3/8" x 10"	2,003	1,894	1,741	1,683	1,620	1,558	1,496
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"	1,376	1,319	1,200	1,168	1,112	1,060	1,016
1/4 Horizontal 1/4 Vertical	7" x 2 3/8" 3 3/8" x 4 7/8"	1,046	986	912	876	840	805	766
1/6 Horizontal 1/6 Vertical	4 1/2" x 2 1/4" 2 1/4" x 4 7/8"	695	666	616	586	555	525	490
1/8 Horizontal 1/8 Vertical	3 3/8" x 2 3/8" 2 1/4" x 3 3/4"	534	494	460	443	426	415	393

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.

Wholesaler & Mfr. Reps Directory Rates

Published monthly in the pages of SNIPS, and now online at www.snipsmag.com, this directory displays listings of wholesalers and manufacturer reps for each state. The cost for one listing, per month, is \$50. This price includes company name (bold-faced) and 3 lines, additional lines are \$5 per line, per month. One-time pre-payment ensures your 12-month listing. With the new online you'll be searchable by company name or product and by state. Plus, you can upgrade your online listing to include live Web and e-mail links and to put your company at the top of your state listings.

Publication & 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.

Short Rates & Rebates

Advertisers will be short rated if, within 12 months 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 if, within 12 months from the date of the first insertion, they have used sufficient additional space to warrant a rate lower than that at which they have been billed.

Payment Terms

Invoices are payable upon receipt in U.S. funds only. Net 30 days. 1 1/2% per month service charge thereafter (1/2% in Texas). Advertisements originating outside the U.S. must be prepaid. Extension of credit is subject to the approval of the credit department.

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.

Classified Advertising 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 for more information.

DISPLAY CLASSIFIEDS			
1x	3x	6x	12x
\$126	\$119	\$111	\$104

LINE CLASSIFIEDS			
1x	3x	6x	12x
\$139	\$134	\$129	\$124

Rates include one month in the print edition and 30 days on the Web site.

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.

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:

	0-1 Pgs	Spread
2/c Standard	\$380	\$633
2/c PMS Spot	\$494	\$786
2/c Metallic	\$1101	\$1835
3/c Standard	\$698	\$1165
4/c Process	\$1125	\$1836

Copy & Contract

Advertiser 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.