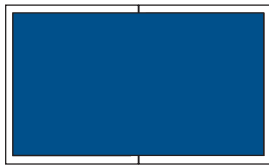


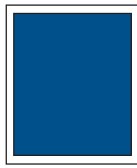
2009 Advertising Rates

Ad sizes

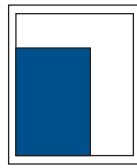
Non-Bleed



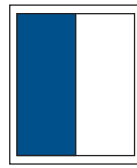
Spread
16" x 10" (gutter bleed only)



Full page
7-3/4" x 10"



1/2-island
5-1/2" x 7-9/16"



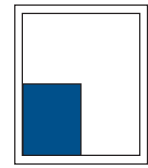
1/2-vert.
4-3/16" x 10"



1/2-horiz.
7-3/4" x 4"



1/3-vert.
2-1/2" x 10"



1/4 page
4" x 4-7/8"

Display four-color process — GROSS RATES

Number of units used within 12 months from date of first insertion in contract period determines frequency rate.

4/C	1x	4x	7x	10x	12x
Spread	\$17,010	\$15,540	\$14,950	\$14,230	\$13,640
Full page	9,990	9,150	8,800	8,120	8,020
1/2-page	8,440	7,790	7,420	7,130	6,830
1/3-page	6,510	6,080	5,810	5,570	5,230
1/4-page	5,890	5,540	5,260	5,120	4,780

Black & white rates

Subtract 12% from four-color gross rate.

Contact your *DDI* representative for Standard 4A Color rates and Matched Color rates.

Cover rates

Extra charge on space and color rates:

Second cover (inside front)	additional 10%
Third cover (inside back)	additional 10%
Fourth cover (outside back)	additional 15%

Bleed ads

No additional charge for bleed ads.

Inserts

For insert pricing, contact Publisher.

Preferred or specified positions

10% extra on space and color.

Cancelable (in writing only) with 90-days notice.

Agency commission

15% of gross billing to recognized agencies on the following charges only: display space, color and position.

Other opportunities

- GlobalShop Exhibit Space
- GlobalShop Preview listing and preview pages, if you rent space for 2009
- Color & Materials Specifiers Conference sponsorship
- Forum Sponsorship—exclusive benefit to 12x advertisers
- Utilize list rental to reach customers*
 - 21,500 Postal Addresses
 - 20,545 Phone Numbers
 - 21,500 Email Addresses
- Inquire about our Data Modeling Program
 - For more information, contact Nikki Miller at (646) 654-7261 or nikki.miller@nielsen.com.

* Nielsen Business Media List Rental Data Estimates 8/08

AD SIZE	Live Area WIDTH x DEPTH	Trim WIDTH x DEPTH	Bleed WIDTH x DEPTH
Spread	16" x 10"	18" x 10-7/8"	18-1/2" x 11-1/8"
Full Page	7-3/4 x 10	9 x 10-7/8	9-1/4 x 11-1/8
1/2 Page Island	5-1/2 x 7-9/16	5-3/4 x 8-1/16	5-7/8 x 8-3/16
1/2 Page Vertical	4-3/16 x 10	4-7/16 x 10-7/8	4-9/16 x 11-1/8
1/2 Page Horizontal	7-3/4 x 4	9 x 5-1/4	9-1/4 x 5-3/8
1/3 Page Vertical	2-1/2 x 10	3-1/8 x 10-7/8	3-1/4 x 11-1/8
1/4 Page Square	4 x 4-7/8	—	—

Other useful information

Publication Trim Size: 9" width x 10-7/8" height

Web offset; cover paper stock: 100 lb.; body paper stock: 47 lb.

Live matter should be 3/8" from trim. Allow 1/8" safety in gutter for spreads.

Inserts

Size	Pre-trim (width x height)	Final trim (width x height)
Tip-in	8-5/8" x 11-1/8"	8-5/8" x 10-7/8"
Bind-in	9-1/4" x 11-1/8"	9" x 10-7/8"

Custom reprints

Custom reprints of materials in *DDI* are available through The YGS Group. Contact Mike Shober:
t: (800) 290-5460 ext.129
e: ddi@theygsgroup.com

Digital Advertising Specifications

Ad materials are to be supplied as digital files in the preferred **PDF/X-1a (vector) format**. Create one PDF/X-1a file per ad or ad page; spread ads must be submitted as two single page files.

To match the color expectations of our advertisers, Nielsen Business Media requires the PDF/X-1a file format and a SWOP proof for each ad submitted. Advertiser/agency accepts full responsibility for reproduction variations between the digital file and the printed image for ads submitted in non-preferred formats. Non-adherence to the preferred format may necessitate production fees. Nielsen Business Media is not responsible for making corrections to supplied files.

Customer-supplied digital files and SWOP proofs will be retained for up to three months following publication date and then destroyed unless otherwise requested in writing.



PDF/X-1a File Preparation

Adherence to the following guidelines in application file preparation will aid in successful file conversion:

- Create ad layouts in a professional desktop publishing program such as Adobe InDesign® or QuarkXPress™.
- Orientation: Set native application files in portrait mode at 100% with no rotations.
- Color: Define all colors as Grayscale or CMYK process unless intended to print as a spot color (Pantone) on press. RGB, LAB and ICC based colors are not allowed.
- Images: Must be SWOP-compliant with a minimum resolution of 200 dpi. All high-resolution images and fonts must be included. OPI selections should be turned off. Do not nest EPS files within other EPS files. Save images in TIFF or EPS format, with no embedded color management profiles.
- Set screening at 150 lpi.
- Trim, bleed and center marks should be included in the file but kept outside the "live" area. Bleed must extend 1/8" beyond trim. Keep live matter 3/8" from trim edge.
- Type: Use Postscript Type 1, Open Type or TrueType fonts only. Text containing thin lines, serifs or small lettering should be restricted to one color.
- Layers within the document file must be flattened.
- Generation of acceptable PDF/X-1a files is done by the output of a Postscript file (.ps) which is then distilled through Adobe Acrobat Distiller to avoid font, transparency and layering issues. It is recommended that the PDF file be certified PDF/X-1a using a PDF preflight utility like Adobe Acrobat Professional (version 6 or higher) or Enfocus PitStop.
- Do not export PDF/X-1a files out of page layout applications (Adobe InDesign® or QuarkXPress™).

Proofing Requirements

A SWOP certified proof is required for all color ads. Proofs must be representative of the supplied file at actual size and display a printer's color control bar. Alternative proofing formats will be used for content only. Visit www.swop.org for a complete list of current certified proofing options.

When calling for spot color (Pantone) usage on press, clearly indicate such on the supplied proof.

Support Services

For user-friendly, online PDF certification, visit www.magsend.com.

Ad Submissions

CD or DVD in Macintosh format: Enclose a copy of the insertion order and label the media with the following: Magazine name, issue date, advertiser, agency name, contact name and phone and file name/number

Ad submissions via FTP: Use a ftp program like Fetch (these programs are usually free, and easy to use)

- Go to ftp address: [ftp.production.nielsenbusinessmedia.com](ftp://ftp.production.nielsenbusinessmedia.com)
- Enter user name: NBM_DDI
- Enter password: NBMuser01 (case sensitive)
- Drag and drop the file into the window.
- Alert the magazine's production manager that a file has been uploaded.
- Provide a SWOP proof that should be shipped simultaneously.
- File naming: Publication short name or acronym, issue date and ad name. Example: DDI_March09_Advertiser

E-mailed ad submissions are NOT acceptable.

More info.

For more information regarding these specifications, contact contact Nan McDowell at (770) 291-5480.

Specialty advertising

Classified advertising

Rates ¹	1x	4x	7x	12x
1/2 column-inch	\$160	\$155	\$150	\$145
1 column-inch	295	290	280	270
1/4 page	2,790	2,730	2,660	2,550
1/3 page	3,700	3,600	3,500	3,400
1/2 page	5,560	5,470	5,330	5,100
Full page	9,360	9,120	8,700	8,660

Rates include four-color at no additional charge. Rates for Classified display ads (1/4-page or larger) are commissionable. **One column is 1-7/8" wide; two columns are 3-7/8" wide; three columns are 6" wide; four columns are 8" wide. Multiply the number of columns by the depth of the ad to determine the size.** You can maintain a frequency discount while submitting new material for each issue. All classifieds must be pre-paid. Materials submitted must be in digital format (300 dpi) with laser print, ready for publication.

Showcase

You don't have to have a big advertising budget to send a big sales message to your prospects. The Showcase section offers four-color advertising in a range of high-impact sizes—at prices you can afford. Plus, your ad receives a reader service number to track leads.

Rates ¹	1x	4x	7x	12x
1/8 page	\$1,280	\$1,205	\$1,150	\$1,060
1/4 page	2,545	2,410	2,300	2,120
1/2 page	5,560	5,470	5,325	5,100

Specs

1/8 page (vertical): 1-7/8" x 4-1/2"

1/8 page (horizontal): 3-7/8" x 2-1/8"

1/4 page (square): 3-7/8" x 4-1/2"

1/2 page (horizontal): 7-7/8" x 4-1/2"

1/2 page (vertical): 3-7/8" x 9-1/4"

1/3 page (vertical): 2-3/4" x 9-1/4"

1/3 page (horizontal): 7-7/8" x 2-1/2"

GlobalShop Directory and Show Daily

Reach GlobalShop attendees with ads in the official Show Directory and Show Dailies—available **only** through **DDI**.

Daily Rates¹ (for all three days of show)

Full page	\$3,990
1/2 page horizontal	\$2,420
1/6 page	\$990

Directory Rates¹ DDI Advertisers

Non-Advertisers

4-color page	\$2,895	\$3,095
4-color spread	\$4,240	\$4,550

¹ Specialty Advertising rates are net and non-commissionable, with the exception of Classified display ads (1/4-page or larger).

For more details on Specialty Advertising, contact Diane Kennedy: t: (800) 241-9034 ext. 5519 or (770) 291-5519 e: dkennedy@ddimagazine.com.