

2008 DISPLAY ADVERTISING FOUR-COLOR RATES

	1x	3x	6x	12x	18x	24x	30x	36x	48x
Full Page	7,865	7,745	7,445	6,950	6,830	6,730	6,640	6,605	6,570
2/3 Page	6,610	6,530	6,285	5,900	5,810	5,730	5,660	5,640	5,600
1/2 Page	5,765	5,680	5,500	5,180	5,115	5,045	4,995	4,970	4,950
1/3 Page Vertical	4,205	4,145	4,020	3,790	3,740	3,690	3,655	3,640	3,620
1/3 Page Square	3,495	3,440	3,320	3,110	3,060	3,010	2,980	2,960	2,940
Full Page Spread	14,700	14,490	13,920	12,970	12,755	12,540	12,385	12,335	12,240
1/2 Page Spread	10,080	9,945	9,590	8,985	8,850	8,715	8,610	8,580	8,525
Cover 2				9,440					
Cover 3				9,025					
Cover 4				10,120					

DISPLAY ADVERTISING ART SPECIFICATIONS

GENERAL SPECIFICATIONS

Printing Method: Web Offset; **Binding:** Perfect
Paper: Cover printed on 80lb. coated offset, text printed on 38lb. coated groundwood offset.
Ink: SWOP standard and four-color process, **Line Screen:** 133 lines per inch; **Trim Size:** 7-7/8" w x 10-3/4" h

DIGITAL AD SPECIFICATIONS

PDF Format: Advertisers are encouraged to submit PDF and PDF/X1-A files provided that they are prepared for press-optimized printing in CMYK with fonts embedded. For an Acrobat Distiller job-options file and more information on creating acceptable PDF files, visit www.pentonads.com.

(Please note: PDF files lack the ability to be edited or altered (i.e. phone number, address, etc.)

Preferred Applications: Ad layouts should be created using either QuarkXpress™; Adobe Pagemaker® or Adobe InDesign®. If submitting application files, provide all supporting graphics and fonts.

Proofs: We minimally require a text and element proof to assist in preflighting digital ad files. For critical color match we require a digital halftone proof (i.e. Kodak Approval, Dupont Digital Waterproof, Fuji FirstProof, etc.). Accurate color reproduction cannot be guaranteed without an accompanying SWOPcertified proof.

Photo Elements: 300 dpi, actual size; CMYK color model; .tif or .eps format; no JPEG compression.

Line Art/Text: 600 dpi minimum; CMYK color model; .eps or .tif format with color preview. In Photoshop, black text should be created in black channel only to avoid registration problems.

Color Tone Values: To avoid over-saturation of ink, the total combined value of CMYK colors should not exceed 300% (i.e. C=100, M=100, Y=50, K=50). Any one color with a required value over 85% should be made solid. Color Mode: Ads should be converted to CMYK prior to submission as color shifts may occur. Ads received in RGB color will be converted to CMYK.

Fonts: When submitting application files, include screen and printer fonts. On illustrations it is recommended to convert text to outline, however outline text cannot be altered.

Lettering: Reproduce all reverse lettering with a minimum of colors. Type smaller than 8 point with fine serifs should be avoided.

Media: Mac or IBM CD.
FTP Upload: <ftp://server2.penton.com/adclient/mix>,
User ID and Password: adclient.

Please contact the publication Production Coordinator when files are submitted.

PRODUCTION CONTACT

Liz Turner • liz.turner@penton.com
 tel (913) 967-1818 • fax (913) 967-1629
 9800 Metcalf Avenue • Overland Park, KS 66212-2216

ADDITIONAL CHARGES

Inserts: Information available upon request.
Guaranteed Position: 10% additional. Publisher will attempt to honor nonpaid position requests but assumes no responsibility for failure to do so.
Premium Positions: Premium cover positions are available at 12x frequency only. Cover insertions may be combined with other insertions for frequency discounts on nonpremium insertions. No further discounting is available for cover positions.

COMBINED FREQUENCY DISCOUNTS

Advertisers in Mix are eligible for combined frequency discounts when advertising in Electronic Musician, Remix, Sound and Video Contractor and other Penton Media publications. To qualify for a common rate basis, advertisers with multiple products or divisions must submit a master contract in advance of advertising placements. Contact your Mix advertising representative for details.

ADVERTISING DEADLINES

Ad Closing: 17th of month, 2 months prior to publication date. (For example, ad space for the March issue closes on January 17.)

Materials Due: 26th of month, 2 months prior to publication date. (For example, ad materials for the March issue are due in the Mix production office not later than January 26.)

Note: Please label your advertising materials with the magazine name and issue date in which they are scheduled to appear.

CONTACTS

GROUP PUBLISHER
 Joanne Zola (510) 985-3272
joanne.zola@penton.com

ASSOCIATE PUBLISHER & NORTHWESTERN/MIDWESTERN REGIONAL SALES MANAGER
 Erika Lopez (818) 249-6809
elopez@mixonline.com

EASTERN ADVERTISING DIRECTOR
 Michele Kanatous (732) 851-5937
mkanatous@mixonline.com

SOUTHWESTERN REGIONAL SALES MANAGER
 Albert Margolis (949) 582-2753
amargolis@mixonline.com

SPECIALTY SALES
 (800) 544-5530 or (510) 653-3307

ADVERTISING DIRECTOR
 Robin Boyce-Trubitt
robin.boyce@penton.com

NATIONAL SALES
 Kevin Blackford
kevin.blackford@penton.com

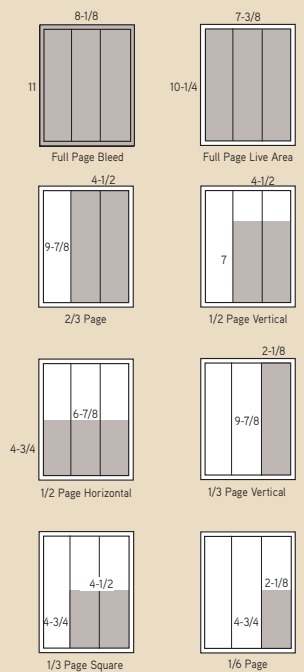
ART DEADLINE & SPECS PRODUCTION MANAGER
 Liz Turner (913) 967-1818,
 fax (913) 967-1629
liz.turner@penton.com

CLASSIFIED AD PRODUCTION COORDINATOR
 Jamie Coe
 (913) 967-1871, fax (913) 967-1629
jamie.coe@penton.com

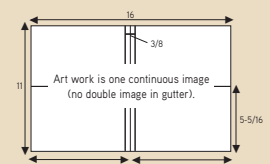
DIMENSIONS	
Trim Size:	7-7/8" w x 10-3/4" h
Full Page Bleed:*	8-1/8" w x 11" h
Full Page Live Area:	7-3/8" w x 10-1/4" h
2/3 Page:	4-1/2" w x 9-7/8" h
1/2 Page V:	4-1/2" w x 7" h
1/2 Page H:	6-7/8" w x 4-3/4" h
1/3 Page V:	2-1/8" w x 9-7/8" h
1/3 Page Square:	4-1/2" w x 4-3/4" h
1/6 Page:	2-1/8" w x 4-3/4" h
Full Pg. Spread Bld:*	16-1/4" w x 11" h
Full Pg. Spread Trim:	15-3/4" w x 10-3/4" h
1/2 Pg Spread Bld:*	16" w x 5-5/16" h
1/2 Pg Spread Trim:	15-3/4" w x 5-3/16" h

Trim Size: 7-7/8 x 10-3/4

*Fractional ads are non-bleed specs.



Full Page Spread Bleed or Half Page Spread Bleed



*All full page bleed dimensions include a 1/8 head, foot, face and gutter trim. All live matter not intended to bleed should be kept 1/4 from trim. To accommodate gutter trim, 3/8 space should be left between words in crossover headlines. Inches to Metric Conversion: 1 = 2.54 cm.

For complete preparation guidelines and file-delivery information, please contact the Mix Production Coordinator.