

rates+specs

rate card # 1 0

Effective January 1, 2008

| Four Color | 1x | 3x | 6x |
|-----------------------------|--------|--------|--------|
| Full page | \$3000 | \$2715 | \$2430 |
| 2/3 page | \$2550 | \$2230 | \$1995 |
| 1/2 page | \$2185 | \$1910 | \$1535 |
| 1/3 page | \$1610 | \$1360 | \$1130 |
| 1/4 page (Product Showcase) | \$1000 | \$755 | \$690 |

| | | | |
|-----------------|--------|--------|--------|
| Two-page spread | \$5580 | \$5215 | \$4620 |
|-----------------|--------|--------|--------|

Four Color Covers

| | | | |
|---------------|--------|--------|--------|
| Inside covers | \$3850 | \$3620 | \$3165 |
| Back cover | \$4755 | \$4225 | \$3830 |

Guaranteed Position: Sold subject to availability at a 15% premium.

1/4 page ads can either be formatted as "Product Showcase" advertorial or supplied digitally as camera-ready display ads. The 1/2 page, 1/3 page and full-page ads can be furnished digitally by advertiser or produced by publisher for a standard production fee.

Production Fees

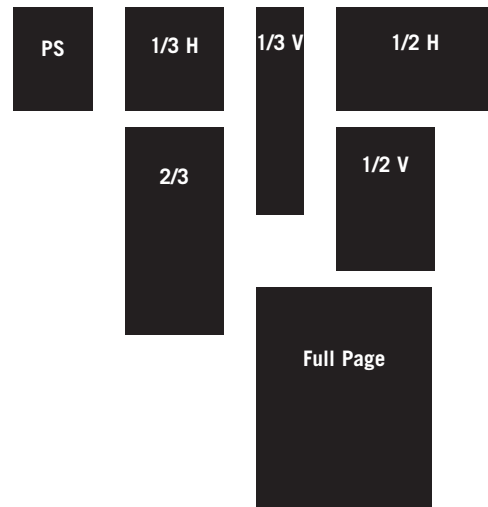
| | |
|---------------------------|-------------------------|
| Full-page | \$550 (includes 1 scan) |
| 1/2 page | \$300 (includes 1 scan) |
| 1/3 page | \$200 (includes 1 scan) |
| 1/4 page Product Showcase | (included in ad rate) |

Ad Sizes (in inches)

| | WIDTH | DEPTH |
|--------------------------------|----------|--------|
| Trim size | 8-3/8 x | 10-7/8 |
| 2 page spread, bleed* | 17 x | 11-1/8 |
| Full page, bleed* | 8-5/8 x | 11-1/8 |
| Full page, non-bleed** | 7-5/8 x | 9-3/4 |
| 2/3 page, bleed* | 5-5/16 x | 11-1/8 |
| 2/3 page | 4-3/4 x | 9-3/4 |
| 1/2 page horiz. spread, bleed* | 17 x | 5-1/2 |
| 1/2 page horiz., bleed* | 8-5/8 x | 5-1/2 |
| 1/2 page horizontal | 7 x | 4-3/4 |
| 1/2 page vertical | 4-3/4 x | 7-1/4 |
| 1/3 page vertical, bleed* | 2-7/8 x | 11-1/8 |
| 1/3 page vertical | 2-1/4 x | 9-3/4 |
| 1/3 page horizontal | 4-3/4 x | 4-3/4 |
| 1/4 page (Product Showcase) | 3-1/2 x | 4-5/8 |

*includes 1/8" bleed

** live area



ad closings

Issue Cover Date

January/February 2008
 March/April 2008
 May/June 2008
 July/August 2008
 September/October 2008
 November/December 2008

Space Reservations

November 30, 2007
 February 1, 2008
 March 28, 2008
 May 30, 2008
 August 1, 2008
 September 26, 2008

Digital Ads Due

December 7, 2007
 February 8, 2008
 April 4, 2008
 June 6, 2008
 August 8, 2008
 October 3, 2008

How To Reach Us:

(602) 870-8440
 (602) 912-5899 fax
 (877) 870-8440 toll free
 info@sourcesanddesign.com
 www.sourcesanddesign.com

Sources + Design Production Requirements

Digital Ads

For best results, ads provided in digital format need to be created on a Macintosh platform in Adobe Indesign or Quark Xpress with placed images created in Adobe Photoshop or Adobe Illustrator. Please notify your account executive if you are unable to provide the ad in this format. Additional charges may apply. PDF format ads are also acceptable. All PDF format ads must be saved at 300 dpi when placed at 100%.

Images: Photoshop images must be saved as either an EPS or a TIFF. Additionally, 4/C and grayscale images must be scanned at 300 dpi. Line art needs to be scanned at 600 dpi. Artwork that we send out for scanning must be provided to us as a photograph or transparency. All Illustrator images must be saved as either an EPS (binary) or AI file. Please do not scale the images in Adobe Indesign or Quark Xpress.

Fonts: All fonts used in Adobe Indesign, Quark XPress or Illustrator files must be included. Postscript fonts only, no True Type fonts.

PMS Colors: Please convert all designated PMS colors used in any application to CMYK in preparation for 4/C printing.

Proofs: PDF proofs will be sent to you for approval via email prior to printing. Unless a matchprint is included with your digital ad, final color match will be determined by the Advertising Graphic Designer.

Removable Media: Please save your files on a CD-R clearly marked with client/design firm return information.

FTP: For transferring files, please upload them to our ftp site at www.box.net. The username is **sd-advertiser** and the password is also **sd-advertiser** and be sure to type it as one word and in lowercase letters. Next, click on "UPLOAD FILES" to begin the process of transferring your files.

Issuance and Closing Date

Published bi-monthly. Advertising closing is approximately 30 days preceding month of issue. Cover schedules can be cancelled only on a 30-day notice before closing date.

Commission

Agency commission: 15% of gross to recognized agencies on space, color and preferred position if total amount due is paid in full within 60 days from insertion date.

Production Charges

There is a charge for all production work, including any typesetting (see rate sheet for costs). All production charges are noncommissionable.

General

All advertisements are accepted and published by the publisher on the representation that the agency and/or advertiser are properly authorized to publish the entire contents and subject matter thereof. It is understood that, in the consideration of the publication of advertisements, the advertiser and/or agency will indemnify and save the publisher harmless from and against any claims or suits for libel, violation of right of privacy, plagiarism, copyright infringement, liability for use of classified materials, and any other claims based on the contents or subject matter of such advertisements.

The publisher assumes no liability if for any reason it becomes necessary to omit an advertisement.

No conditions other than those set forth in this rate card shall be binding on the publisher unless specifically agreed to in writing by the publisher. Publisher will not be bound by conditions printed or appearing on order blanks or copy instructions that conflict with provisions of this rate card.