

# 2010 Rates and Specifications

## Rates

**Sources+Design** advertising rates include four-color and bleed. Consult publisher for rates for special presentations such as gatefolds, supplied inserts, blow-ins ride-alongs, etc. Rates quoted are net and not subject to agency discount or commission.

Format	1X	3X	6X
Two-page spread	\$5,580.	\$5,215.	\$4,620.
Full page	\$3,000.	\$2,715.	\$2,430.
2/3-page	\$2,550.	\$2,230.	\$1,995.
1/2-page	\$2,185.	\$1,910.	\$1,535.
Island half-page	\$2,285.	\$2,010.	\$1,635.
1/3-page	\$1,610.	\$1,360.	\$1,130.
1/4-page	\$1,000.	\$755.	\$690.

### 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
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
1/3 page vertical, bleed*	2-7/8	x	11-1/8
1/3 page vertical	2-1/4	x	9-3/4
1/4 page (Product Showcase)	3-1/2	x	4-5/8

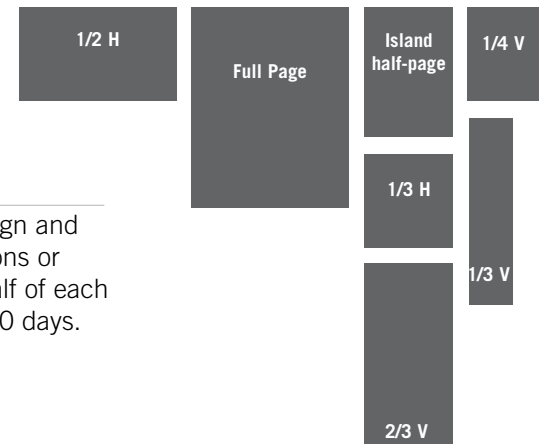
\*includes 1/8" bleed  
\*\* live area

## Cover Positions

Cover positions carry a 15 percent premium in addition to the earned frequency.

## Production Fees

**Sources+Design** provides advertisers professional graphic design and production services. Extra services such as photography, illustrations or non-supplied art work is billed at cost. Terms are net, 30 days. Half of each insertion must be paid prior to publication and the remainder in 30 days. Acceptable forms of payment include cash, check or credit card.



## 2010 Ad Closings

Issue	Space Reservations	Digital Ads Due
January/February	December 4, 2009	December 11, 2009
March/April	February 12, 2010	February 19, 2010
May/June	April 9	April 16
August/ September	July 16	July 23
October/November	September 17	September 24
December/January	November 19	November 26

## Uploading Digital Files

For instructions on uploading digital files, please send an email with all of your contact information to Ryan -- [rlowry@sourcesanddesign.com](mailto:rlowry@sourcesanddesign.com)

# SOURCES + DESIGN

The Specialized Business Publication For Designers, Architects, Builders and Landscape Professionals In The West

# 2010 Online Advertising Rates

**Sources+Design's** web site, [www.sourcesanddesign.com](http://www.sourcesanddesign.com), receives more than 10,000 page views monthly. Be sure your product or service is visible online to the design/build industry.

## Top Banner

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- \$300 for two months (single), \$600. for two months (double)
- \$550 for four months (single), \$1,100 for four months (double)
- Prominently situated at top of landing page
- JPEG format at 380 x 160 (single) or 780 x 160 (double)

## Side Banner

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- \$250 for two months (single), \$500 for two months (double)
- \$450. for four months (single), \$900 for four months (double)
- Adjacent to current issue contents list on the landing page
- JPEG format at 180 x 234 (single) or 180 x 468 (double)

## Featured Advertorial

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- \$1,500 for two months or \$2,500 for four months
- Editorial and photography feature story based on your business.  
Written and presented by our professional staff.
- Prominently featured on the landing page.

## Premium Print Advertisers

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Print advertisers who contract for a six-time schedule are eligible to post their banner along the left side of each page at no additional cost.

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