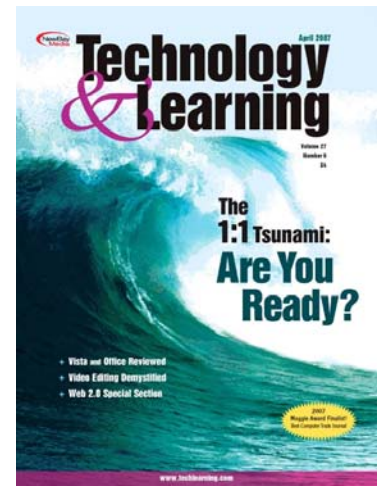
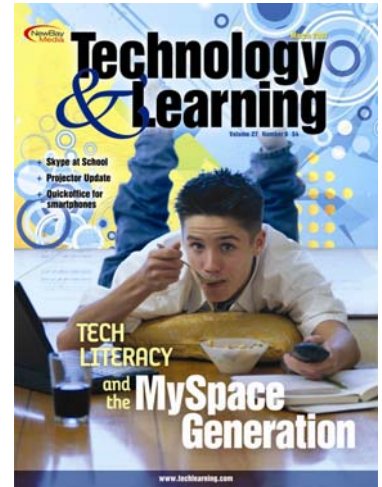


2008 Print Rate Card

	1x	4x	8x	12x	16x	18x
4 Color						
One Page	14,070	13,770	13,350	13,010	12,920	12,490
2/3 Page	10,760	10,550	10,220	9,990	9,920	9,580
1/2 Page	9,490	9,300	9,000	8,740	8,440	8,390
1/3 Page	5,860	5,740	5,560	5,450	5,380	5,200
1/4 Page	4,750	4,650	4,510	4,400	4,350	4,210
1/6 Page	3,160	3,110	3,070	2,950	2,900	2,810
2 Color						
One Page	12,550	12,170	11,780	11,500	11,340	10,950
2/3 Page	9,610	9,270	9,020	8,820	8,710	8,380
1/2 Page	8,470	8,210	7,940	7,770	7,650	7,430
1/3 Page	5,240	5,080	4,920	4,800	4,730	4,430
1/4 Page	4,230	4,100	3,980	3,890	3,930	3,700
1/6 Page	2,820	2,750	2,650	2,600	2,650	2,470
B&W						
One Page	11,150	10,870	10,520	10,290	10,130	9,770
2/3 Page	8,590	8,330	8,060	7,870	7,770	7,490
1/2 Page	7,570	7,330	7,110	6,930	6,650	6,580
1/3 Page	4,680	4,510	4,380	4,290	4,210	4,070
1/4 Page	3,780	3,660	3,540	3,450	3,430	3,300
1/6 Page	2,520	2,440	2,380	2,300	2,270	2,210
Covers						
Back	17,240	16,710	16,180	15,810	15,580	15,030
2nd & 3rd	19,770	16,160	15,670	15,310	15,080	14,560

Publication Trim Size: 7.75" x 10.5"

DIMENSIONS	LIVE AREA	BLEED	TRIM
SPREAD	14.5 x 9.5	15.75 x 10.75	15.5 x 10.5
1 PAGE	6.75 x 9.5	8 x 10.75	7.75 x 10.5
2/3 PAGE	4.5 x 9.5	5 x 10.75	4.75 x 10.5
1/2 PAGE VERTICAL	3.25 x 9.5	4.25 x 10.75	4 x 10.5
1/2 PAGE HORIZONTAL	6.75 x 4.625	8 x 5.25	7.75 x 5
1/2 PAGE ISLAND	4.5 x 7.373	N/A	N/A
1/3 PAGE SQUARE	4.5 x 4.625	N/A	N/A
1/3 PAGE VERTICAL	2.125 x 9.5	N/A	N/A
1/4 PAGE	3.25 x 4.625	N/A	N/A
1/6 PAGE VERTICAL	2.25 x 4.625	N/A	N/A



We accept files created ONLY in the following applications:

Preferred Format: PDF

Formatting: Files must be high-resolution with images in CMYK. Set registration marks offset to 12pt. Set paper size to ad trim size plus 1" when exporting from original application file. Files will also be accepted in the following formats:

- QuarkXpressVersion 6 or lower
- Illustrator Version 10.0 or lower
- Photoshop Version 7.0 or lower
- InDesignfiles will not be accepted.
- Graphics:EPS and TIFF formats only.

Do not send postscript files. Include all graphics with your final document. Update all imported graphics within the final document. All images should be imported into Quark documents at 100%; resize any images in PhotoShop or Illustrator first and then update in Quark. Fonts: Use Type 1 Postscript fonts only.

Send both screen and printer versions. Embed fonts in graphic files. Save fonts in Illustrator files to outline. Do not use multiple master fonts. We do not accept True Type fonts. Color: All documents and graphics should contain CMYK color separation ONLY.

FTP Site (to upload a file):

1. Open your browser (Netscape, Microsoft Explorer, etc.)
2. Go to www.ourftpsite.com
3. Select "techLEARNING" for your ad placement; click Next.
4. Use "guest" as both the User ID and Password.
5. Follow the directions on the following screen to upload your file.
6. When the file has completed uploading to the ftp site, please call or email: Fred Vega, 212.378.0445, fvega@nbmedia.com

