

# rates & production



# 2007 rates

## 4-color (gross)

Tabloid Ad Sizes	1X	7X	13X	24X	36X	72X
Tabloid Page	26,410	25,620	24,850	24,100	23,380	22,680
Tabloid Spread	51,790	50,240	48,730	47,270	45,850	44,470
3/4 Tabloid	21,660	21,010	20,380	19,770	19,180	18,600
1/2 Tabloid	16,370	15,880	15,400	14,940	14,490	14,060
1/3 Tabloid	11,090	10,760	10,440	10,130	9,830	9,540
1/4 Tabloid Strip	8,980	8,710	8,450	8,200	7,950	7,710
Junior Ad Sizes	1X	7X	13X	24X	36X	72X
Standard Page	23,690	22,980	22,290	21,620	20,970	20,340
Standard Spread	46,350	44,960	43,610	42,300	41,030	39,800
2/3 Standard	18,950	18,380	17,830	17,300	16,780	16,280
1/2 Standard Spread	28,700	27,840	27,000	26,190	25,400	24,640
1/2 Standard Island	15,420	14,960	14,510	14,080	13,660	13,250
1/2 Standard	14,690	14,250	13,820	13,410	13,010	12,620
1/3 Standard	9,950	9,650	9,360	9,080	8,810	8,550
Cover	1X	7X	13X	24X		
Cover 2 or 3	29,290	28,480	27,550	24,540		
Cover 4	31,950	31,020	30,100	29,170		
Front Page Boxes	1X	7X	13X			
	8,483	8,042	7,712			

# production

## Size requirements

Publication Trim Size—10 1/8" wide, 13" deep

AD SIZE	Live Matter		Trim		Bleed	
	WIDTH	DEPTH	WIDTH	DEPTH	WIDTH	DEPTH
Front Page Box	1 2/3	3 1/8				
Tabloid Sizes						
Tabloid Page	9	12	10 1/8	13	10 3/8	13 1/4
Tabloid Spread	19	12	20 1/4	13	20 3/4	13 1/4
1/2 Tab Spread	19	6	20 1/4	6 1/2	20 3/4	6 5/8
3/4 Tab Vertical	6 7/8	12				
3/4 Tab Horizontal	9 1/4	9 3/4				
1/2 Tab Vertical	4 1/2	12				
1/2 Tab Horizontal	9	6				
1/2 Tab Island	5 1/2	7 1/2				
1/3 Tab Square	5 5/8	6 3/8				
1/3 Tab Vertical	3	12				
1/4 Tab Square	4 3/8	6				
1/4 Tab Vertical	2 1/4	12				
1/4 Tab Horizontal	9	3				
Junior Sizes						
Junior Page	6 7/8	9 7/8				
Junior Spread	14 1/2	9 7/8				
1/2 Junior Spread	14 1/2	4 7/8				
2/3 Junior	4 1/2	9 7/8				
1/2 Junior Island	4 1/2	6 7/8				
1/2 Junior Vertical	3 3/8	9 7/8				
1/2 Junior Horizontal	6 7/8	4 7/8				
1/3 Junior Vertical	2 1/8	9 7/8				
1/3 Junior Square	4 1/2	4 3/8				

## Resource issues

Publication Trim Size—8" wide, 10 3/4" deep

	Live		Trim		Bleed	
	WIDTH	DEPTH	WIDTH	DEPTH	WIDTH	DEPTH
Full Page	7	10	8	10 3/4	8 1/4	11
2 Page Spread	15	10	16	10 3/4	16 1/2	11
2/3 Page	4 1/2	9 7/8	—	—	—	—
1/2 Page Horizontal	6 7/8	4 7/8	8	5 3/8	8 1/4	5 1/2
1/2 Page Vertical	3 3/8	9 7/8	4	10 3/4	4 1/8	11
1/2 Page Spread	15	5	16 1/2	5 3/8	16 1/2	5 1/2
1/2 Page Island	4 1/2	6 7/8	—	—	—	—
1/3 Page Vertical	2 1/8	9 7/8	2 3/8	10 3/4	2 7/8	11
1/3 Page Square	4 1/2	4 3/8	—	—	—	—

### Color rate exceptions

- A. Black & White:** Deduct \$4,400 from above
- B. Matched Color:** Deduct \$730 from above
- C. 2-Color/Spot:** Deduct \$1,210 from above
- D. Color/Metallic Ink:** Add \$1,880 to above

### Bleeds, preferred positions, short rates & rebates

- A. Bleed or oversized ads**—subject to 10% surcharge on space rate. Exceptions: (1) covers, (2) spread which may bleed into gutter without surcharge.
- B. Preferred positions**—Page 5, 7, 9, 11 and Centerspread +10%; Covers 2,3,4 +20%
- C. Guaranteed positioning**—+10%
- D. Short rates** will be billed upon cancellation of contract or failure to fulfill minimum requirements.
- E. Rebates earned** by using, within a 12-month period, additional space to justify lower rates will be paid in cash or credit at the option of advertiser.

### Foreign rates & payments

Rates in foreign currencies will be calculated at the U.S. dollar exchange equivalent on the date of booking as posted in The International Herald Tribune.

### Ad Agency Commission

- A.** 15% on gross billing after discount to recognized agencies on space, color, bleed and position only.
- B.** Account must be paid within 30 days of invoice date to earn commission.
- C.** No cash discounts allowed.

### Discounts

#### A. Contract Discount Program\*

Advertisers who contract in advance for insertions in at least three issues of *BTN* will be eligible to accrue significant discounts on the total cost of the ads they run. To be eligible, a firm contract must be issued to *BTN* covering any period up to 12 months. This contract must spell out which issues will be used, and for ads of what size. Color or other details may be added later.

#### The discounts are:

- First ad on the schedule: none
  - Second ad: 5%
  - All succeeding ads: 10% each
- The discounts will be accrued and will not affect the billing until the final ad is run; discounts will be applied to the final ad under the contract. Agency commission is based on discounted rates. Space must run as stated in the contract in order to earn the accrued discounts. The only changes that may be made in the original contract without forfeiting the accruals are:
- To place additional insertions in *BTN* during the period covered by the original contract.
  - To shift an insertion from one issue to another within the period covered by the contract.

#### B. Incremental Business Credit\*

2007 advertisers running a minimum of one page run-of-book (including fractionals) are eligible for an incremental business credit of 25% over and above the earned frequency discount on all advertising that exceeds what they ran in 2006.

### Dates & shipping

Deadlines: Materials due 2 weeks prior to newspaper issue date. See calendar section for specific deadlines and special section closing dates. Cancellation: Must be in writing and submitted before closing date.

### Inserts

Due to unique nature of inserts and limited availability, please check with your sales representative. Quantities: National Run: 65,000; Regional Run: Consult publication. Indicate issue date for insertion on shipment.

#### Charges:

Full run bind-in: \$800

Full run tip-in: \$3,200

#### Digital files and proofs ship to:

Jay Kaplan  
Production Manager, *Business Travel News*  
770 Broadway, New York, NY 10003  
Phone: (646) 654-7310  
Fax: (646) 654-7318

#### Insertion orders and contracts ship to:

Neddy King  
Production Assistant, *Business Travel News*  
770 Broadway, New York, NY 10003  
Phone: (646) 654-4467  
Fax: (646) 654-8093

\*Cannot be used in conjunction with any other discount.

## Digital Advertising Requirements

Digital data prepared to SWOP standards is required for ad submissions. Preferred file format is PDF/X-1a. To match the color expectations of our advertisers, VNU Business Publications 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—such as native application formats—may also necessitate production fees. VNU is not responsible for making corrections to supplied files.

Customer supplied digital data, supplied media and ad 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

A PDF/X-1a workflow eliminates common errors in file preparation, such as missing images or incorrect color space. To create a PDF/X-1a file, the native application file is converted to a Postscript file, which is then distilled using a PDF/X-1a compliant plug-in or application such as Apago's X-Checkup or Adobe Acrobat version 6 or higher. (Visit [www.dtap.org](http://www.dtap.org) for a list of PDF/X-1a implementers and products.)

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

- PDF/X-1A files must be submitted as a single page files. Spreads must be submitted as two single PDF/X-1A files.
- Include all high-resolution images and fonts in the native application file before conversion to Postscript. OPI selections should be turned off.
- Use only PostScript Type 1 fonts. (No TrueType or Composite fonts.) Avoid the use of type styling for font attributes such as italic, bold, etc.
- Use only SWOP-standard images in CMYK at 300 dpi with a total area density of 300%. (No RGB, PDF or JPEG images.) Do not embed ICC profiles within images.
- Set native application files in portrait mode at 100% of size with no rotations.
- 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.
- Color: 4/C ad files should be set as CMYK process colors. Spot colors (Pantone) not intended to run as such, must be converted to CMYK process prior to PDF creation. With the use of a spot color, be sure it is set as such consistently. Pantone 165C is different from 165U.

### Proofing Requirements

A SWOP certified proof—such as Kodak Polychrome Graphics' Digital Approval 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 as content proofs only. Visit [www.swop.org](http://www.swop.org) for a complete and current list of certified proofing formats.

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

### Media requirements

Submit a single PDF/X-1a file per advertisement on CD-ROM or DVD media in Macintosh format. Do not include multiple file formats of a single ad. Enclose a copy of the insertion order and label the media with the following: Magazine name, Issue date, Advertiser and agency name, Production contact (name and phone number), File name/number

### Electronic ad submissions

We will accept electronic file transmission via FTP, provided a SWOP proof is shipped simultaneously. (Contact production manager for site access.)

E-mailed ad submissions are NOT acceptable.

### More info

For more information regarding the above specifications, contact the production manager at 646-654-7310.