

## Automation World

# Display Advertising

PRICES ARE GROSS

## Black & White

	<b>1x</b>	<b>3x</b>	<b>6x</b>	<b>12x</b>	<b>18x</b>	<b>24x</b>
Full page	7,830	7,500	7,200	6,910	6,630	6,360
2/3 page	6,020	5,780	5,550	5,340	5,110	4,900
1/2 isl	4,670	4,510	4,330	4,150	3,980	3,820
1/2 page	4,340	4,120	3,970	3,810	3,650	3,490
1/3 page	2,730	2,630	2,520	2,420	2,330	2,220
1/4 page	2,350	2,250	2,170	2,080	1,990	1,910
1/6 page	2120	2,020	1,950	1,870	1,800	1,720

2-Color Process ( <i>black plus cyan, magenta or yellow</i> ).....	additional \$ 980
4-Color Process.....	additional 2,010
Matched/Metallic colors .....	available, contact publisher for price
Supplied Inserts.....	accepted, black & white rate plus mechanical charges
Preferred Positions .....	contact publisher for price and availability
Agency Commission .....	15%

## Quarterly Supplements

	<b>Full Page</b>	<b>2/3</b>	<b>1/2 isl</b>	<b>1/2</b>	<b>1/3</b>	<b>1/4</b>	<b>1/6</b>
Print Ad (including e-mail delivery)	4760	3665	2860	2625	1670	1430	1295
Webcast Sponsorship	Please consult the publisher for pricing						

## Automationworld.com

# Web Advertising

12-MONTH TERM, UNLESS NOTED

Top Leaderboard .....	\$ 18,900 net	Bottom Leaderboard .....	\$ 12,600 net
Homepage IMU .....	\$ 16,800 net	Text-based Ad Lead Generation .....	\$10,500 net
Skyscraper .....	\$ 14,700 net		

# Newsletter Advertising

## AND OTHER ONLINE OPPORTUNITIES

Newsletters .....	\$ 4,700 net (per mailing; deposit required, cancellation fee applies)	Webcasts .....	\$ 22,050 net
Podcasts.....	\$ 7,900 net	Custom newsletters and digital publications .....	contact publisher
Custom e-blast .....	\$ 7,900 net (includes White Paper or video option)	Search Engine Optimization .....	contact publisher