

CREATIVE RATE CARD

RATE CARD NO. 40
EFFECTIVE JANUARY/FEBRUARY 2018

CREATIVE, The Magazine of Promotion and Marketing is published by Magazines/Creative Inc. on a Bi-Monthly basis.
Publisher, Larry Flasterstein

ADVERTISING RATES - BLACK & WHITE
Rates are based upon total of 6 insertions within 12 month period.

	1x	6x
1 Page	\$2110.00	\$1865.00
2/3 Page	1535.00	1355.00
1/2 Page	1255.00	1105.00
1/3 Page	835.00	760.00
1/6 Page	495.00	460.00

Color Rates: \$200.00 for each color
Bleed 10%

ADVERTISING RATES - 4-COLOR
Rates are based upon total of 6 insertions within 12 month period.

	1x	6x
1 Page	\$2710.00	\$2465.00
2/3 Page	2135.00	1955.00
1/2 Page	1855.00	1705.00
1/3 Page	1435.00	1360.00
1/6 Page	1095.00	1060.00

Bleed: 10% extra

Cover rates:
Covers 2 and 3 - 20% Premium Charge
Cover 4 - 30% Premium Charge
Available only on a yearly, non-cancellable contract.

Agency Commissions - Standard 15% commission is paid to all recognized advertising agencies on space, color and bleed charges. No agency commission is paid on tip in charges or classified ads. Publisher reserves the right to hold advertiser responsible for payment if agency does not pay.

Insert rates. B & W rates apply for inserts, one sided or two sided. One sided inserts \$200.00 back up charge per page. Tip in charge for all inserts \$600.00. Complete information and specifications on request. Please furnish sample insert.

CREATIVE, The Magazine of Promotion and Marketing is edited specifically for P.O.P. buyers, exhibit buyers and sales promotion buyers. Qualified recipients are Marketing Managers, Sales Promotion Managers, Ad Managers, Product Managers, Brand managers and Exhibit managers, who buy point of purchase displays, trade show exhibits and sales promotion materials and services.

Date of Publication — The last day of the second month of publication.

PRODUCTION REQUIREMENTS

MECHANICAL REQUIREMENTS

	<u>W</u>	<u>D</u>
1 Page	7	10
2/3 Page	4 1/2	10
1/2 Page	4 1/2	7 1/2
1/2 Page	3 3/8	10
1/2 Page	7	4 7/8
1/3 Page	2 1/4	10
1/3 Page	4 1/2	4 7/8
1/6 Page	2 1/4	4 7/8
1/6 Page	4 1/2	2 1/4

1/6 Page is minimum size accepted

Printing: Offset
Publication Trim Size 8 1/4" x 10 7/8"
Standard size page: 7" x 10"
Bleed Size: 8 1/2" x 11 1/8"

Please send us ads as a digital file. Include a color printout of the ad plus instructions for outputting the file. Contact us for special instructions.

To: CREATIVE
31 Merrick Avenue, Suite 60
Merrick, New York 11566
Tel: (516) 378-0800
Fax: (516) 378-0884

DATE _____

Please enter the following order:

_____ pages for _____ regular issues at
\$ _____ per insertion, within one year
from first insertion, issue of _____

Signed _____
Authorized Signature

Company _____

Address _____