

2012 Advertising Rates



DISPLAY ADVERTISING RATES

Black & White Rates

Ad Size	1x	3x	6x	12x
Full Page	\$3645	\$3255	\$2905	\$2530
1/2 Page Island	\$2485	\$2175	\$1945	\$1705
1/2 Page	\$2065	\$1775	\$1565	\$1395
1/3 Page	\$1650	\$1530	\$1425	\$1225
1/4 Page	\$1210	\$1090	\$1030	\$980

Color Rates

4-Color Add	\$1095
Metallic inks, extra per page (plus 4 Color)	\$1070
Match 2 Color add	\$570
Standard 2 Color add	\$405

Rate Card Effective January 1, 2012

Bleed

Add 10% to space and color cost. No extra charge for spreads that bleed into gutter.

Preferred Position:

(Add to space, color, and bleed charges)

- 25% additional charge for back cover.
- 15% additional charge for inside front or inside back cover.
- 10% additional charge for any other guaranteed position.

Inserts

Please contact sales rep for information on rates, quantity, mechanicals, availability and shipping instructions before printing inserts.

Classified Advertising

\$1.30 per word, per insertion. Estimate five words to the line. Minimum 10 words. Payable in advance. \$105 per inch for boxed ads. All charges non commissionable; must be prepaid. Deadline is the 15th of the month 2 months preceding date of issue. All *New Mobility* print magazine classified advertisers will receive their classified ad on our website free of additional charge.

Website Classifieds

Only \$16 per month. Please e-mail ccarroll@newmobility.com or visit www.newmobility.com/classifieds.cfm for more details.

We Accept FREE Product Releases

Just e-mail us a minimum 300 dpi 4C photo and 30 words of copy to ccarroll@newmobility.com and your release will appear in one of our New Products sections based on publisher approval.

Display advertising rates are commissionable 15%. Marketplace ad rates are net.



To place your ad call 718-803-3782, ext. 7252

MARKETPLACE ADVERTISING RATES

Black & White Rates (Marketplace rates are net)

Ad Size	1x	3x	6x	12x
1/4 Vertical	\$820	\$755	\$680	\$600
1/6 Vertical	\$550	\$505	\$445	\$400

Color Rates

4 Color Ad.....	\$515
Standard 2 Color Ad	\$235