

# ADVERTISING RATES » PRINT



## DISPLAY FOUR-COLOR RATES

Frequency Discount Levels

	1x	3x	6x	9x	12x	18x
Full Page	\$6,950	\$6,260	\$5,560	\$4,870	\$4,520	\$4,310
2/3 Page	\$5,910	\$5,320	\$4,730	\$4,140	\$3,840	\$3,670
1/2 Page Vertical	\$3,790	\$3,420	\$3,040	\$2,660	\$2,470	\$2,360
1/2 Page Horizontal	\$3,790	\$3,420	\$3,040	\$2,660	\$2,470	\$2,360
1/3 Page	\$3,475	\$3,128	\$2,780	\$2,433	\$2,259	\$2,155
1/4 Page	\$2,572	\$2,314	\$2,057	\$1,800	\$1,671	\$1,594
Marketplace Spotlight	\$500	\$488	\$400	\$350	\$325	\$310
Showcase	\$650	\$618	\$587	\$558	\$550	\$550

*\*Half page ads can be sent as horizontal or vertical. Please specify orientation at time of insertion.*

## CLASSIFIED

	1x	3x	6x	9x	12x	18x
Linear inch	\$300	\$293	\$240	\$210	\$195	\$186

## MAXIMUM IMPACT INSERTS & OUTSERTS (Supplied 80 lb)

Frequency Discount Levels

	1x	3x	6x	9x	12x	18x
Full Page—2 sides	\$8,250	\$8,044	\$6,600	\$5,775	\$5,363	\$5,115
BRC Card 4.25" x 6" (max)	\$1,800	\$1,755	\$1,440	\$1,260	\$1,170	\$1,116

## TARGET CHARTS

Frequency Discount Levels

	1x	3x	6x	9x	12x	18x
Full	\$795	\$775	\$636	\$557	\$517	\$493
Half	\$495	\$483	\$396	\$347	\$322	\$307

## PREMIUM POSITIONING

Cover 2, 3, 4	15% Premium
Opposite TOC	10% Premium
Within first 10 pages (excluding opposite TOC)	5% Premium

## TOP 30 AWARD PLAQUES

One	Each Additional
\$150	\$75

### How To Supply Artwork:

All ads need to be sent in digital format. Below you will find guidelines to supply us with the artwork for your ads. If you have any questions or concerns, please feel free to contact your sales representative.

### Acceptable Electronic Art Includes:

- High-resolution PDF files (please mark as such)
- Illustrator EPS files, with all fonts outlined and all artwork embedded and converted to CMYK. Pantone colors will not print properly and **MUST BE CONVERTED** to CMYK process

*All submissions should include a high-resolution PDF to allow us to check for color and/or font drops. DPS cannot be held responsible for improperly prepared files if a PDF is not sent.*

When Sending Disc include a color printout of ad and a laser printout of what the disc contains. Acceptable discs are CDs.

Mail All Artwork and proofs to: DPS c/o Rockport Custom Publishing, 100 Cummings Center, Suite 321E, Beverly, MA 01915

### FTP Uploading:

Ads under 20MB stuffed (.sit file size), can be sent via FTP to our customer site. Please stuff all files into one .sit document. Please name all stuffed files with advertiser name.

**All case sensitive.**

**ftp://rcppubs.com**

**Username: f230730.rockport**

**Password: RCP-publications**

DPS is not responsible for improperly prepared ads, however, every ad is preflighted before being placed and every effort possible is made to make sure ads run correctly. The advertiser will be notified of incorrectly prepared ads.

## Reprints and PDFs Available

Contact your national account executive for more information.

Advertising  
978-921-7850  
sales@dpsmagazine.com

Editorial  
978-921-7850 ext. 14  
edit@dpsmagazine.com

Art Department  
978-921-7850

# ADVERTISING RATES » WEB



## WEBSITE

Months	1	3	6	9	12	18
Super Leaderboard	\$1,750	\$1,663	\$1,400	\$1,225	\$1,138	\$1,085
Wide Skyscraper	\$1,950	\$1,853	\$1,560	\$1,365	\$1,268	\$1,209
Banner Home Page	\$975	\$926	\$780	\$683	\$634	\$605
Banner ROS	\$975	\$878	\$780	\$683	\$634	\$605
Big Box Unit Home Page	\$1,400	\$1,260	\$1,120	\$980	\$910	\$868
Big Box Unit ROS	\$1,400	\$1,260	\$1,120	\$980	\$910	\$868
Button Home Page	\$625	\$563	\$500	\$438	\$406	\$388
Button ROS	\$625	\$563	\$500	\$438	\$406	\$388
Interstitial*	\$1,500	\$1,350	\$1,200	\$1,050	\$975	\$930

Prices based on rotation of up to three creative units. \*Priced per week.

## SITE CHANNEL SPONSORSHIP

Months	1	3	6	9	12	18
	\$1,250	\$1,219	\$1,000	\$875	\$813	\$775

Includes logo on our homepage within the site channel navigation bar and links to your landing page; as well as Big Box Unit on channel's landing page.

## NEWSLETTER - PRICED PER DEPLOYMENT

Deployments	1	3	6	9	12	18
Primary Banner	\$875	\$853	\$700	\$613	\$569	\$543
Secondary Banner	\$775	\$756	\$620	\$543	\$504	\$481

Banner plus up to 50 words of text, additional \$150

### DEDICATED EMAIL BLAST

Deployed from our server.....\$0.30 per name

### BUYERS GUIDE LISTING

Website Link.....\$150  
 Company Logo or Graphic.....\$75  
 Additional Product Categories.....\$75  
 Expanded Copy 50 Words Additional/Listing.....\$125

### MAILING LIST RENTAL

\$140 per thousand. Selects are available for an additional \$10 per select.

### TARGET CHARTS

Starting at \$795, chart posted on the Web for six months. Ask your national account executive for more information.

## DIGITAL EDITION SPONSORSHIP

Months	1	3	6	9	12	18
	\$1,500	\$1,463	\$1,200	\$1,050	\$975	\$930

Your logo located on the opening page of our monthly digital edition, with click-thru capabilities to the website of your choice. Your 468x60 pixel banner is also featured in our notification email to subscribers.

## EVENT HIGHLIGHTS - PRICED PER DEPLOYMENT

Deployments	1	3	6	9	12	18
	\$595	\$580	\$476	\$417	\$387	\$369

### SPECIFICATIONS:

Text: Up to 150 words of text (No bullet points)  
 Graphic: 150(h)x220(w) pixels, 72 dpi, .JPEG, .GIF, or .PNG  
 Categories: Digital Printing, Finishing, Packaging, Media, Document Management, Workflow

**Payment:** Net 30 days. Advertisers may establish credit with DPS or pay by credit card. Publisher accepts Master Card and Visa credit cards and will apply a 3.0% surcharge for credit card purchases. Publisher will apply a finance charge of 1.5% per month to balances existing 30 days past the billing date. Bills are rendered approximately one week after the issue has been mailed. Any accounts 90 days or more past due are subject to collection. **Commission:** Recognized agencies are eligible to receive 15% discount of gross billing on space and color as commission, provided artwork is in electronic file format. No commission allowed on mechanical and other miscellaneous charges. DPS will revoke agency commission on billings not paid 90 days after billing date. **Closing Dates:** Insertion orders and space reservations are due no later than the ad space closing date. Copy to be publication-set is due 7 days prior to the ad material due date. DPS will not accept any cancellations after the ad space closing date. **Short Rate/Rebates:** Advertisers will be short-rated (billed at the earned rate), if within 12 months from the date of the first insertion, they do not use the amount of space upon which their billings have been based. Previous contract advertisers will be rebated if, within 12 months from their first insertion, they have used sufficient additional space to warrant a lower rate than that at which they have been billed. **Rates:** Rates become effective for all advertisers with the January/February 2018 issue. With respect to advertisers under contract, advertising rates may be changed upon 60 days notice. With respect to all other advertisers, Publisher accepts all insertion orders subject to provisions of the current rate card. **Policies:** 1. Publisher reserves the right to insert the word "Advertisement," when, in the Publisher's opinion, an advertisement resembles editorial material. 2. Publisher shall not be liable for any costs or damages, consequential or otherwise, in excess of the amount paid for the advertisement, resulting from a mistake in, or failure to publish, an advertisement or for any other reason. Publisher will assume no responsibility for any loss, expense or liability resulting from any claims or legal actions concerning a statement, inference, defamation, libel, violation of privacy, plagiarism, or, copyright or trademark infringement in a published ad. 3. Advertisers and agencies assume liability for all advertising content, including text, representation and illustrations, and also assume responsibility for any claim arising therefrom made against Publisher. 4. Publisher reserves the right to reject any advertising. 5. Publisher cannot be held responsible for circumstances beyond its control causing delays in delivery or non-delivery, such as acts of God. However, Publisher reserves the right to hold advertiser and or its advertising agency jointly and severally liable for such monies as are due and payable to Publisher for advertising its agent ordered and was published. Publisher will not be held liable for any errors or omissions on the reader service page since this is a free service. 6. Special positioning of advertisements, if available, will incur a 15% added charge. Advertisers ordering Cover 2 or 3 will incur a 15% added charge; Cover 4 will command a 15% added charge. Publisher must acknowledge in writing its acceptance of a request for a specific preferred position. 7. If Publisher does not receive material by closing date, position may be lost. Publisher may use advertiser's prior ad material if new material is not received in time. 8. No conditions other than those set forth here and on the rate card shall be binding on Publisher unless specifically agreed to in writing by Publisher. Publisher will not be bound by conditions printed or appearing on insertion orders or copy instructions which conflict with provisions of this rate card. Terms are subject to change by Publisher without notice. **Production:** Mechanical preparation for advertisements, such as typesetting, paste-up, copy changes, film duplications, film mailing and bringing ads within conformance of specifications, will be billed to the advertising agency or advertiser and will be non-commissionable. Production charges may apply for miscellaneous artwork changes. For information on inserts, contact the sales department. Publisher will not be held liable for any errors and omissions when making changes to any artwork. **Cancellations:** Publisher will not accept any cancellations after the closing date. Notifications of cancellation must be received no later than the closing date and must be in writing.