



Profit with Print Advertising

Trade-publication advertising is the most important aspect of advertising. Buyers consistently and overwhelmingly rank it as their #1 source for information about products, services and suppliers.*

*Based on Simmons Market Research

Print Advertising Display Rates

Four-Color Rates/12 Monthly Issues

	1x	3x	6x	9x	12x	18x
Full Page	\$7,369	\$6,496	\$6,021	\$5,866	\$5,603	\$5,323
2/3 Page	\$6,135	\$5,437	\$5,057	\$4,933	\$4,722	\$4,499
1/2 Page	\$5,333	\$4,748	\$4,430	\$4,326	\$4,150	\$3,963
1/3 Page	\$4,284	\$3,848	\$3,610	\$3,533	\$3,401	\$3,262
1/4 Page	\$3,822	\$3,451	\$3,249	\$3,183	\$3,071	\$2,952
Product/Service Showcase*	\$1,400	\$1,350	\$1,300	\$1,250	\$1,200	\$1,100

*Note: Product/Service Showcase ads are non-commissionable and do not earn frequency discounts for display advertising.

Rate Card 54 Effective with the January 2010 issue.

Commissions and Discounts

Black and White Rates

Subtract \$1,200 from the four-color display rate.
(Does not apply to Product/Service Showcase.)

Corporate/Combination Discounts

Advertisements placed in other ST Media Group International products apply toward frequency rates in VMSD.

Agency Commission

If paid within 30 days, a 15% discount is provided to recognized advertising agencies with a satisfactory credit rating.

Cover, Premium Position and Insert Rates

Contact your VMSD account manager for complete information.

Half-Page Island Position Rates

Available for half-page vertical ads only and at a 15% premium over black & white page rates.

Bleed Pages

Bleed pages incur no additional charges. Bleed ads are accepted for spreads and full-page ads.

Product/Service Showcase Ad

Design your own ad

Ad must fit in a finished space of 2.1875" x 4.375".

Provide as a digital file (requirements are detailed on the right).

We design your ad

Provide us with one product shot as a digital file (digital pictures need to be 300 DPI and sized to 2¼" x 2½").

We also need up to 75 words of ad copy, which includes your contact information.

Additional info

All ads are printed four-color.

See display rate chart for pricing.

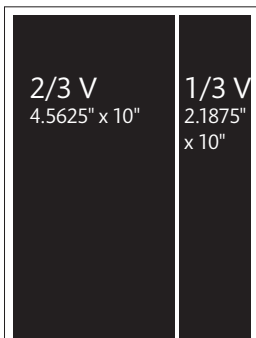


Integrate your print advertising with our e-marketing opportunities and create a customized program to fit your marketing needs. See our e-marketing opportunities section for additional rates and specifications.

Ad Material Specifications



VMSD is printed on web-offset presses and is perfect bound. All display advertising rates are based upon the client or agency furnishing compliant digital files and a SWOP-certified color proof. Furnished materials should be manufactured in accordance with SWOP standards. Information on SWOP can be found at www.swop.org.



Live Area / We trim to 8" x 10.875"

Live Matter / Text and any graphics that should not trim must be at least 1/4 in. from the trim.

Bleed / At least 1/8 in. bleed over trim on all sides.

Spreads / Live matter must be at least 3/8 in. from gutter.

Digital File Requirements

Acceptable file formats are EPS, TIF or PDF-X1a.

No application files will be accepted.

We work in a Macintosh format.

All images used in design must be 300 DPI.

All color images must be CMYK. If you wish to use PMS or spot colors, notify your account manager, as additional charges will be applied.

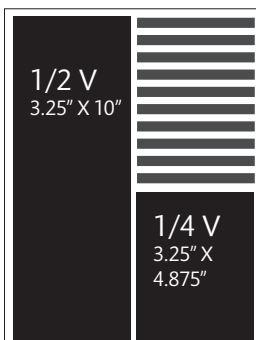
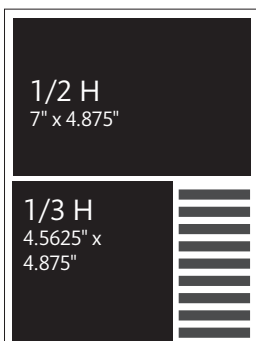
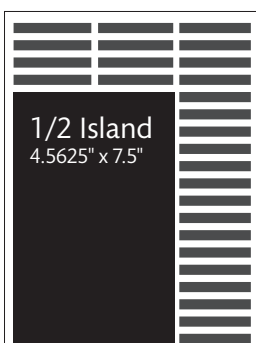
Inserts

Furnished by advertiser; subject to prior approval by publisher. Contact your account manager or call 800.925.1110 / 513.263.9392 three months in advance of publication for specifications, quantities and costs.

Digital File Submission Procedures

Web-enabled upload / Visit our upload link to send your files electronically at <http://upload.stmediagroup.com>. It is fast, easy and convenient. Just follow the three simple steps. After your upload is complete, the production coordinator will be contacted via e-mail when your file has arrived.

Mail / You can send your digital files via CD or DVD to VMSSD magazine, Attn: Tricia Houston, 11262 Cornell Park Drive, Cincinnati OH 45242.



Ad Deadlines

The Ad Materials Deadline dates are below. If ad copy is not furnished by ad material deadline, the last approved advertisement will be inserted regardless of size. If we do not have previous material, we will then fill the space.

	SPACE CLOSING	MATERIALS DUE
JAN	11.19.09	12.03.09
FEB	12.17.09	01.05.10
MAR	01.25.10	02.04.10
APR	02.22.10	03.04.10
MAY	03.19.10	03.31.10
JUN	04.22.10	05.04.10
JUL	05.21.10	06.03.10
AUG	06.18.10	06.30.10
SEP	07.22.10	08.03.10
OCT	08.20.10	09.01.10
NOV	09.20.10	09.30.10
DEC	10.21.10	11.02.10



Cancellations are not accepted after closing date.

Account Managers and Territories

Our experienced team of account managers will help you optimize your marketing efforts.



DONNA MCKERROW

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Production Contact

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Family of Products



ST Media Group offers multimedia solutions that successfully connect buyers and sellers. The parent company of VMSD serves worldwide visual communicators in the graphics- and design-related industries with additional trade publications:

SIGNAGE AND GRAPHICS GROUP

SIGNS OF THE TIMES

SCREENPRINTING

THE BIG PICTURE
THE BUSINESS OF WIDE FORMAT



DESIGN GROUP



PACKAGE DESIGN
Magazine

HOSPITALITY
style