

RATES AND SPECS

DIGITAL ADVERTISING

ALL RATES NET

Additional charges apply if complete files are not provided by the advertiser.

WEBSITE RATES

MONTHLY RATES

Leaderboard-Upper - ROS 728x90 (320x50 on mobile)	\$65 CPM
Leaderboard-Lower - ROS 728x90 (320x50 on mobile)	65 CPM
Medium Rectangle - ROS 300x250	65 CPM
Pushdown-Upper - ROS 728x90, 728x360 expanded (1 slot available)	100 CPM
Pushdown-Side - ROS 300x250, 300x500 expanded (1 slot available)	85 CPM

Remarketing - Impressions Campaign (250,000 impressions)	\$4,000
Sponsored Quiz	5,000
Sponsored Blog (5 slots available)	5,000
Static Infographic	8,500
Content Syndication Package	15,000
Deep Dive	8,500

CORAL EXPERIENTIAL CONTENT

Storyscape Level 1	\$15,000
Storyscape Level 2	25,000
Animated Infographic	17,500
Product Spotlight	9,500
Content Hub	45,000

NEWSLETTER RATES

DAILY: DAILY 5

Leaderboard 728x90 (1 slot available)	\$3,500
Medium Rectangle 300x250 (3 slots available)	2,500
Sponsored Content (2 slots available)	3,500

WEEKLY: EDITORS' PICKS

New Products Content (4 slots available)	\$1,800
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MONTHLY: FRESH TRENDS, TECH TRENDS

Leaderboard 728x90 (1 slot available)	\$3,500
Medium Rectangle 300x250 (3 slots available)	2,500
Sponsored Content (2 slots available)	3,500

BREAKING: NEWS ALERT

Medium Rectangle 300x250 (1 exclusive slot available)	4,500
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WEBINAR RATES

Standard Webinar Package	\$14,000
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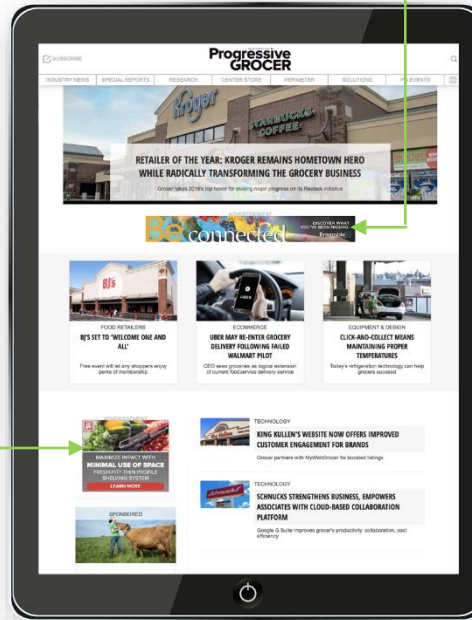
DEEP RATES

Campaign Level 1	\$575 CPM
Campaign Level 2	750 CPM

WEBSITE

300 x 250

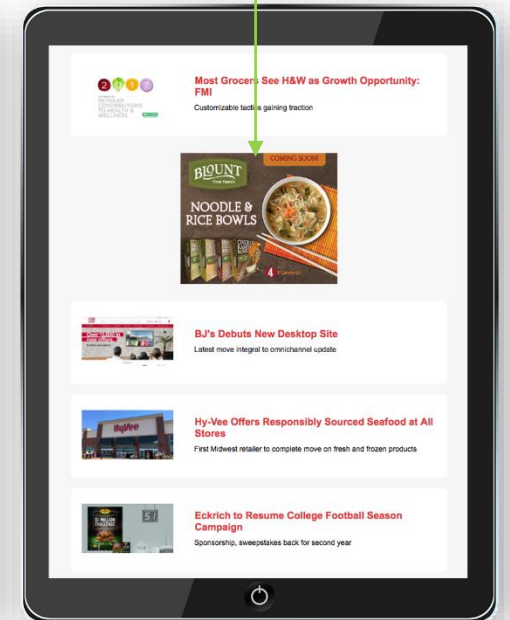
728 x 90



NEWSLETTERS

728 x 90

300 x 250



Reference our digital ad specs here: <https://eiqwebdemo.com/ensembleiq-websitenewsletter-digital-advertising-specs>

Maximum file size for website banners is 75k. Maximum file size for newsletter banners is 45k. Acceptable file types are .gif, .jpg, and .png. Third-party ad tags are accepted for all website placements (except expandable ads). Newsletter placements can accept third-party click trackers. Thirdparty ad serving is required for all rich media. All images must be Web-ready, at a resolution of 72 dpi.

Scheduled digital products can only be cancelled 30 days prior to deployment date.

FOR ALL DIGITAL QUESTIONS, CONTACT:

Teresa Dombach, Digital Ad Operations Manager
tel: 212-756-5015 • tdombach@ensembleIQ.com

Submit all artwork or other ad materials directly to
tdombach@ensembleiq.com

RATES AND SPECS

PRINT ADVERTISING

4-COLOR RATES	1X	3X	6X	9X	12X
TWO-PAGE SPREAD	\$20,090	\$18,170	\$15,060	\$14,360	\$13,530
FULL-PAGE	11,120	10,100	8,370	7,980	7,530
1/2-PAGE ISLAND	7,810	7,070	6,130	5,730	5,280
1/2-PAGE	6,180	5,730	5,280	4,830	4,490
1/3-PAGE	5,590	5,050	4,610	4,050	3,700
1/4-PAGE	4,470	4,050	3,480	3,320	2,974

SPECIAL POSITIONS	1X	6X	12X
INSIDE FRONT COVER	\$13,470	\$10,670	\$9,550
INSIDE FRONT COVER SPREAD	22,230	20,550	17,410
INSIDE BACK COVER	12,340	11,000	9,990
BACK COVER	13,360	11,420	10,670

COVER TIP \$15,000

B&W Rates: Deduct 10% from 4-color rates above.

INSERTS

Contact Publisher or sales representative.

REGIONAL RATES

Over 20M but less than

50% of circ.	70% of space rate
Up to 20M circ.	50% of space rate
Up to 10M circ.	40% of space rate

PRODUCTION CHARGES

Net noncommissionable

BIND-IN REPLY CARD	\$1,960*
2-6 PAGE TIPPED INSERT	2,690*
8-12 PAGE TIPPED INSERT	3,250*

Call Production Manager for specific instructions on delivery of inserts.

*Certain restrictions and/or additional charges may apply.

ADVERTISING CONDITIONS

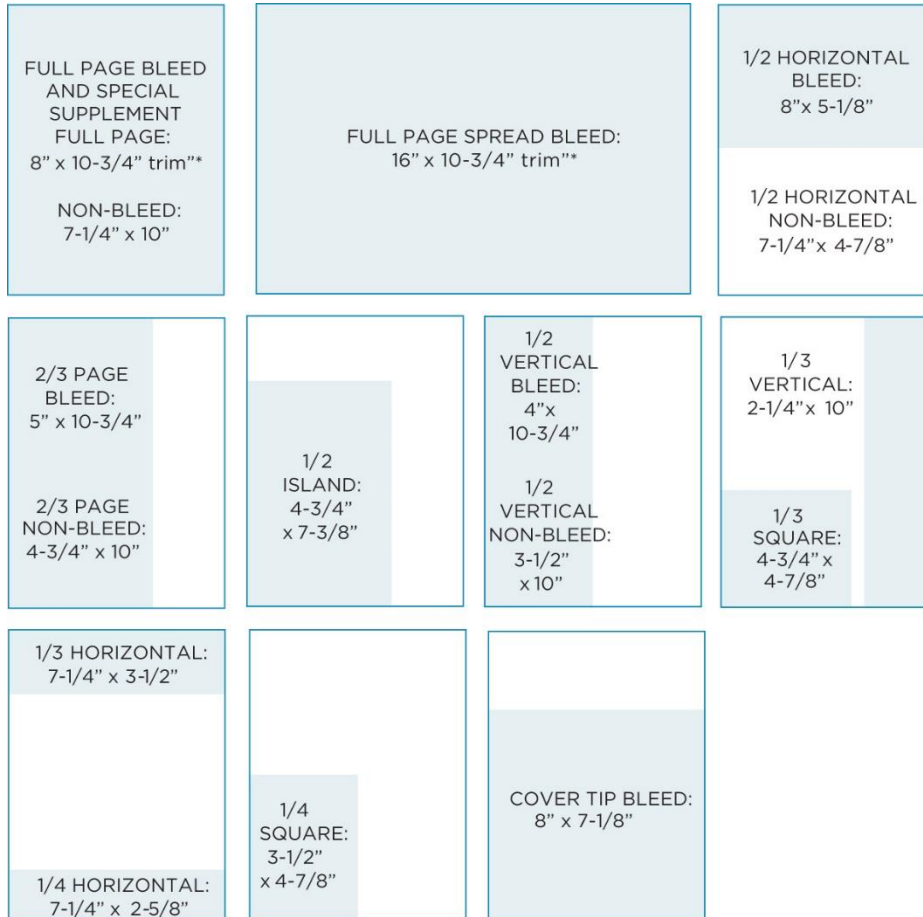
1. Publisher will pay 15% commission to recognized agencies for display and electronic advertisements. No commission allowed on tip-in charges, split-run charges or other production or mechanical charges. No cash discounts. Agency commission forfeited after 75 days from invoice date. Frequency rate must be earned within one year from first insertion. Advertisers will be short rated and rebilled at the earned frequency rate immediately following cancellation or curtailment of space frequency contracted.
2. Payment terms are net 30 days of invoice. Publisher may apply payments from Advertiser or its affiliates to any other debt owed to Publisher or its affiliates. Advertiser and its affiliates shall remain liable for all outstanding sums owed to Publisher and its affiliates. Advertiser will be charged interest on all past due payments at the rate of 18% per year or the highest legal rate, whichever is lower. Advertiser, its affiliates and any applicable agency are jointly and severally liable for all payments to Publisher and its affiliates. Publisher is not bound by any terms or conditions that are unwritten or that appear on order forms, contracts, insertion orders, or copy instructions when those terms or conditions conflict with or alter any provision contained in these conditions or Publisher's rate card.
3. The right to reject any advertising material remains the sole discretion of the Publisher. Rates, conditions and space units are subject to change without notice. Positioning requests that are not paid for are not guaranteed. Publisher may reject advertisements without liability, for any reason or no reason, including those that Publisher deems inappropriate or incompatible with its standards and those that have been previously acknowledged or accepted. Publisher may place the word "advertisement" or otherwise add or delete text to or from ads, which, in Publisher's opinion, resemble editorial matter. Published monthly. Mail date is the last day of the month. Advertising reservations close the 1st of the month preceding the issue date. Publisher does not accept cancellations after the publication closing date. Publisher may print any advertisement received before then and collect the full amount shown on the insertion order.
4. Advertiser and any applicable agency jointly and severally represent that they are fully authorized and licensed to use and publish (i) the names, portraits and pictures of living and dead persons, (ii) all intellectual, private and proprietary property, and (iii) all testimonials and other matter contained in any advertisement submitted by or on behalf of Advertiser, and that the advertisement is not libelous, an invasion of privacy or otherwise unlawful.
5. As part of the consideration to induce Publisher to publish advertisements, Advertiser, any applicable agency and their affiliates agree to and shall indemnify, defend and hold harmless Publisher and its affiliates from and against all losses, damages (including consequential, incidental, special and punitive damages), liabilities, costs, fees and expenses (including court, collection and legal fees and expenses) incurred, arising out of or related to (i) the content and publication of the advertisements in print and online and (ii) the failure of any contest related to the advertisements to comply and conform to all applicable laws, ordinances, statutes and rules.
6. Publisher's aggregate liability to Advertiser and any third parties for any and all reasons shall not exceed the amount paid by Advertiser to Publisher for the applicable advertisement. Publisher shall have no liability in all cases resulting from events that are beyond its reasonable control, including delays in delivery and/or non delivery in the event of an Act of God, action by any government or quasigovernment entity, fire, flood, insurrection riot, explosion, embargo, strikes, whether legal or illegal, labor or materials shortage, transportation interruption of any kind, work slowdown or any condition beyond the control of the Publisher affecting production or delivery in any matter. In no event shall Publisher be liable to Advertiser or any other party for consequential, incidental, special or punitive damages. Publisher is not liable for errors in pubset advertising copy, booth lines or ad indexes.

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PRINT ADVERTISING

MECHANICAL INFORMATION

Trim Size: 8" x 10-3/4" **Printing:** Body forms and covers heat-set web offset



Please Note: Bleed ads should contain a minimum of 1/8" bleed on all four sides beyond trim size. Bleed ad should be set up at 8-1/4" x 11". Live matter should be kept 3/8" from the trim size. Live area should be 7-1/4" x 10".

AD MATERIALS

High Resolution PDF-X1a files with fonts and images embedded.

CERTIFIED COLOR PRESS PROOF

All ads will be printed to the density indicated in the file unless a certified color press proof is provided. Valid types of color proofs include Matchprints, Fujiproof, or digital proofs such as Pictro or Iris. Laser, ink-jet, or color copy proofs are acceptable for identification purposes only.

PRODUCTION CHARGES

Artwork, copy changes, film conversion, other prep work are billed at net, no agency discounts.

MATERIAL STORAGE

Materials are stored by publisher for 1 year from issue date, then destroyed unless otherwise instructed by the advertiser or agency.

INSERTS

Please contact production manager for details and specs.

TO UPLOAD YOUR AD FILE USING OUR PORTAL

This ad portal will provide an environment where you can:

- ▶ Post your advertisements that will appear in the magazines
- ▶ Pre-flight your ad immediately to determine if there are any problems which could cause issues on press
- ▶ Provide accurate naming of your ad so our Advertising Manager will know the correct ad to run in each issue.
- ▶ Create a job ticket and notify the Advertising Manager when your ad has been uploaded and approved.

The login for the ad portal is: <https://ensembleQ.sendmyad.com/>

When you log in, you will be prompted to create your account. Then you will be provided with step-by-step instructions

ALL COLORS MUST BE IN CMYK, RGB and SPOT COLORS are NOT PERMITTED.

Images must be HIGH RESOLUTION SWOP Compliant with a minimum resolution of 300 dpi.

FOR PRINT AD QUESTIONS AND TO SHIP AD MATERIALS AND INSERTION ORDERS, CONTACT:

Jackie Batson, Ad Manager

tel: 224-632-8183 • fax: 888-316-7987 • jbatson@ensembleIQ.com