

# DISPLAY ADVERTISING

## 2010 RATES\*

Frequency	Full Page	Half Page	Quarter Page
1	\$6,995	\$4,545	\$2,955
3	\$6,645	\$4,320	\$2,810
6	\$6,315	\$4,105	\$2,670
12	\$5,685	\$3,695	\$2,405

First RHP, Inside Front Cover & Inside Back Cover = 15% premium  
 Back Cover = 20% premium

\*as of June 1, 2009

**Note:** All PMS color should be converted to 4-color process for printing purposes.

**Agency Commission:** 15% commission to recognized advertising agencies, provided material is received as a completed file and account is paid within 30 days of invoice date. Commission is only applicable if artwork is supplied from an independent agency, and a third party billing address must be used. 1.5% per month carrying charge from date of invoice if unpaid after 60 days.

**Frequency contract:** Advertisers must run the total contracted schedule within the 2010 calendar year. Failure to do so will result in being short rated. Frequency rates are subject to change.

**Advertisement orders:** Insertion orders are required from all advertisers prior to insertion. Written confirmation of copy, other instructions and cancellation is required. New advertisers must pay in advance by check, cash or American Express, Visa, or MasterCard. Other advertisers will be billed the month of publication. The account is payable within 30 days of issue.

**Advertisement Copy:** Copy must meet the standards outlined in *PRWeek's* terms and conditions – copies available from the advertising department upon request. It is *PRWeek's* right to refuse copy for any reason.

NOTE: Recruitment advertisements must appear within the Careers section.

**Copy Deadline:** All digitally formatted material due the 10th of the month prior to publication.

**Cancellation:** Requests must be received in writing at least six weeks prior to the copy/artwork deadline.

**Display Contact Details:** Anne Donnelly, Senior Advertising Manager Tel: (646) 638-6043

E-mail: [anne.donnelly@prweek.com](mailto:anne.donnelly@prweek.com)

Haymarket Media, Inc., 114 West 26th Street 3rd Fl, New York, NY 10001