

4-Color	Size	1x	6x	12x	18x	24x	36x	48x
	1 Page	\$13925	13370	12845	12320	11830	11355	10900
	2/3 page	10875	10440	10025	9625	9240	8870	8515
	1/2 Island	10325	9915	9515	9135	8770	8420	8090
	1/2 page	9215	8845	8490	8150	7825	7510	7210
	1/3 page	6730	6460	6205	5955	5720	5490	5270
	1/4 page	5670	5445	5225	5020	4815	4625	4440
	1/6 page	4850	4660	4470	4290	4120	3955	3780
	2pg spread	-	-	-	-	-	-	-
* Contact Sales Representatives								
Black & White	Size	1x	6x	12x	18x	24x	36x	48x
	1 Page	\$11760	11290	10835	10400	9985	9590	9205
	2/3 page	8810	8455	8115	7790	7480	7180	6895
	1/2 Island	8165	7835	7525	7220	6935	6655	6390
	1/2 page	7140	6850	6580	6315	6065	5820	5590
	1/3 page	4570	4385	4210	4045	3880	3725	3580
	1/4 page	3600	3455	3320	3185	3060	2935	2820
	1/6 page	2690	2580	2480	2380	2290	2195	2105
Product Mart	Size	1x	6x	12x	18x	24x	36x	48x
	1 Page	\$2130	2040	1960	1880	1810	NA	NA

## CIRCULATION (123,000)

Electronic Products is circulated free of charge on a controlled basis to specifiers and buyers of electronic components, assemblies, and products in the United States. The audience is 100% qualified annually.

## ISSUANCE AND CLOSING

Electronic Products is published 12 times per year. See the editorial schedule for exact closing dates for each issue.

## GENERAL ADVERTISING RATES

**a. 2/COLOR RATES** For cyan, magenta, or yellow remove \$710 from 4/Color rates. For PMS Colors add \$710 to 4/Color rates.

**b. COLOR RATES** See table above.

**B&W RATES** See table above.

### c. COVER RATES

Cover 2: 6x \$14085, 12x \$13925, Cover 3: 6x \$13235, 12x \$13100, Cover 4: 6x \$15180, 12x \$14895. Sold only on a non-cancelable contract that includes four-color process.

### d. SPECIAL POSITIONS

A. The center spread position is available at 15% premium over earned frequency rate.

B. Other special positions are available for 10% premium over the earned frequency rate.

## Notice

All orders are accepted subject to Acts of God, fires, strikes, accidents, or other occurrences beyond the Publisher's control (whether like or unlike any of those enumerated herein) which prevent the Publisher from partially or completely producing, publishing, or distributing Electronic Products. The advertiser and its agency each represents that it not only has the right to authorize the publication in Electronic Products of any advertisement it has submitted to Electronic Products, but that it is fully authorized and/or licensed to use: 1. The names and/or portraits or pictures of persons, living or dead, or of things; 2. Any trademarks, service marks, copyrighted, proprietary, or otherwise private material; and 3. Any testimonial, contained in any advertisement submitted by or on behalf of the advertiser and published in Electronic Products, and that such advertisement is neither libelous, an invasion of privacy, violative of any third parties rights, or otherwise unlawful. As part of the consideration and to induce Electronic Products to publish such advertisement, the advertiser and its agency (if there is one), each agrees jointly and severally, to indemnify and save harmless Hearst Business Communications, Inc., publisher of Electronic Products, against all loss, liability, damage, and expense of whatsoever nature arising out of copying, printing, or publishing

## OUTSERT PROGRAM

Electronic Products is delivered in a clear polybag. Advertisers may deliver their catalog, data sheets, or brochure loose in the polybag behind the magazine. For prices and availability, please contact your sales representative.

## INSERTS

Inserts are acceptable on a full run, regional, or demographic basis. Inserts must be acceptable to the Publisher and meet all requirements. Back-up and/or binding charges may apply. Contact your sales rep for rates and production details.

## ADDITIONAL CONDITIONS

### Agency Commissions

Unless otherwise specified in this rate card, a commission of 15% will be paid to advertising agencies of record. Terms of payment are Net 30 Days. Rendering an invoice to an advertiser's authorized advertising agency does not release the advertiser in case of non-payment by the agency. Payments are due in United States currency. All orders are accepted in accordance with the terms stated in this rate card and subject to credit approval.

### Short Rates/Rebates

Short rates apply to unfulfilled contracts. Rebates for space run in excess of contracts will be credited as earned.

of such advertisement. Rates, conditions, and space units are subject to change without notice. Orders for cover pages are non-cancelable. Cover options must be confirmed by non-cancelable orders at least 30 days prior to regular closing dates. Other color pages are non-cancelable after 10 days prior to published closing dates. No black & white cancellation is accepted after published closing date.

The Publisher of Electronic Products will not be bound by any conditions of whatsoever nature appearing on insertion orders or copy instructions submitted by, or on behalf of, an advertiser when such conditions conflict with any provision contained in the published rate card or with its policies. Orders specifying positions other than those known as designated positions are accepted only on a request basis and are subject to the right of the Publisher to determine actual positions.

The advertiser and its agency (if there is one) agree that in the event the Publisher commits any act, error, or omission in the acceptance, publication, and/or distribution of their advertisement for which it may be held legally responsible, Publisher's liability will in no event exceed the cost of the space ordered and further agree that the Publisher will not in any circumstance be liable for consequential damages, including lost income and/or profits.

## PRODUCTION CONTACT

for General Information,  
Shipping & Extensions

**Melani Benedetto-Valente**

Advertising Specialist  
Hearst Business Media  
50 Charles Lindbergh Boulevard,  
Suite 100  
Uniondale, NY 11553  
(516) 227-1386  
(516) 227-1462 (fax)  
MBenedettoValente@hearst.com

## INSERTS CONTACT

**Erin Helmers**

Digital Operations Manager  
Hearst Business Media  
50 Charles Lindbergh Blvd  
Ste. 100  
Uniondale, NY 11553  
p: 516-227-1308  
Fax: 516-227-1462  
ehelm@hearst.com

## ELECTRONIC FILE SUBMISSION

FTP Instructions:

**Address:**  
ftp://208.247.114.5

**User Name:**  
epupload

**Password:**  
vzczn915

Make sure the User name  
& Password are all in  
lower case letters.

Please send an email with  
the file name once  
you have uploaded the ad.

**Email:**  
artwork@electronicproducts.com

## FILE PREPARATION

- Max. ink density 300%
- High res images 300 DPI
- Line art min. 1200 DPI
- Save file as PDF

Dimensions	Live Area	Trim	Bleed
Full Page	6-7/8" x 9-1/2"	7-7/8 x 10-1/2"	8-1/8" x 10-3/4"
Spread	14-3/4" x 9-1/2" gutter bleed only	15-3/4" x 10-1/2"	16" x 10-3/4" full bleed
2/3 Vertical	4-3/8" x 9-1/2"	*crops 5-1/8" x 10-1/2"	5-5/8" x 10-3/4"
1/2 Island	4-3/8" x 7-1/4"	**crops @5" x 8"	5-5/8" x 8 1/8"
1/2 Horizontal	6-7/8" x 4-1/2"	*crops @7-7/8" x 5-1/8"	8-1/8" x 5-3/4"
1/2 Vertical	3-1/4" x 9-1/2"	*crops @3-7/8" x 10-1/2"	4-1/2" x 10-3/4"
1/3 Vertical	2-1/16" x 9-1/2"	*crops 2-3/4" x 10-1/2"	3 3/8" x 10-3/4"
1/3 Square	4-3/8" x 4-1/2"	not available	bleed not available
1/4 page	3-1/4" x 4-1/2"	not available	bleed not available
1/6 page (vertical)	2-1/16" x 4-1/2"	not available	bleed not available

## PRODUCT MART

The Product Mart consists of 1/9th-page ads grouped in a special section at the back of each issue. The rates for these ads include four-color reproduction. Black & white illustrations are acceptable (halftone or line). The rates for black & white are the same as for color.

Content includes:

- Headline (50 characters max.)
- Description: (440 characters max.)
- Contact Info:
  - Company Name
  - Phone or eMail
  - URL

**Binding: Saddle                      Gutter: 1/4"                      Safety: 1/2"**

\* Bleed specs are set up for either RHP & LHP. This adds 1-1/4" to the width dimensions. Note rough formula for overall size of bleed ads: add 1-1/4" to live size in each dimension (this measurement equals 1/2" safety + 1/8" bleed for each side of ad)

\*\* For use as left or right-hand page with foot bleed, since there is no bleed @head, live area should be only 1/2" from the top & 5/8" from foot.

## STORAGE

Digital ads will be stored for 13 months and then routinely deleted unless specific written arrangements are made by the advertiser to the contrary

## COLOR PROOFS

In order to ensure that we match the color expectations of our advertisers, we require a contract proof created from a SWOP Certified System. Any other type of proof may not accurately represent the SWOP process or the desired color match. All proofs for color and/or content verification must be 100% in size. For a list of all SWOP certified digital proofing systems go: <http://www.swop.org/certification.html#cert>

## MEDIA LABELING REQUIREMENTS

Please include a copy of the insertion order, and include:

- Publication Title
- Issue Date

- Agency/Vendor/Advertiser Name
- Production Contact & Phone Number
- File Name/Number and List of Contents

## MAILING INSTRUCTIONS

Send orders, contracts, and reproduction materials to:

### Electronic Products

Production Department  
50 Charles Lindbergh Blvd., Ste. 100,  
Uniondale, NY 11553  
Tel: 516.227.1308  
Fax 516.227.1452

Inserts DO NOT send preprinted inserts to Electronic Products in Uniondale, NY. Send a sample only and contact the Production Manager for shipping instructions.

For contact info:  
**HearstAdvantage.com**