

Control Design Advertising Rates

FOUR-COLOR* PRINT ADVERTISING RATES (GROSS)				
	Open	6x	12x	Ad Live Area* (WxD, inches)
Full page	\$7,400	\$7,000	\$6,500	7 x 10
One-half page island	\$5,500	\$5,100	\$4,600	4-9/16 x 7-1/5
One-half page vertical	\$5,000	\$4,600	\$4,100	3-1/4 x 10
One-half page horizontal	\$5,000	\$4,600	\$4,100	7 x 4-7/8
One-third page vertical	\$4,400	\$4,000	\$3,600	2-3/16 x 10
One-third page square	\$4,400	\$4,000	\$3,600	4-9/16 x 4-7/8
One-quarter page	\$3,700	\$3,300	\$2,900	3-1/4 x 4-7/8

* 5% premium for 5th color or PMS.
 ** Non-bleed space units. 7-7/8" x 10-1/2" trim; 7" x 10" page size. Full page plate size: 8-1/8" x 10-3/4"; bleed spread for each plate: 8-1/8" x 10-3/4".

E-NEWS ADVERTISING RATES (GROSS)				
	Creative	1x	6x	12x
Top Sponsor	468x60 pixels (non-animated image only) or 120x60 pixel non-animated image plus 400 characters additional text	\$2,300	\$2,100	\$1,900
Skyscraper	160x600 pixel non-animated image	\$1,400	\$1,200	\$1,000
Featured Product	120x60 pixel non-animated image plus 300 characters additional text	\$1,200	\$1,000	\$800
Sponsored Link	Up to 40-character headline, plus 80 characters additional text	\$400	\$300	\$200

Classified Print Advertising (non-commissionable)

Classified rates are non-commissionable.

Rates per column inch:

1x	\$175
3x	\$165
6x	\$155
9x	\$145
12x	\$135

Classified column width sizes:

One column	2-3/16" wide
Two column	4-7/16" wide
Three column	6-7/8" wide

CONTROLDESIGN.COM ADVERTISING RATES (GROSS)		
	Creative	CPM*
Top leaderboard	728x90 pixels; 40k file size limit; animation, rich media acceptable	\$120
Boombox	336x280 pixels; 40k file size limit; animation, rich media acceptable	\$120
Button	125x125 pixels; 15k file size limit; non-animated	\$40
Article-embedded text box	Up to 40-character headline, plus 300-characters additional text	\$120
Featured product, home page	120x60 pixel non-animated image, plus 40-character headline and 300 characters additional text	\$80
Sponsored link	Up to 40-character headline, plus 80 characters additional text	\$40

* Cost per thousand, impressions

Material Specifications

Putman Media requires that all print advertising materials be submitted as high resolution PDFs with all fonts and images embedded (300 dpi minimum). If physical proofs are not furnished, reproductive quality is at advertiser's risk.

Shipping materials should specify the issue into which the ad is to be inserted; please use fastest traceable carrier on all print material.

Contracts, insertion orders, proofs and other communications (except pre-printed inserts) should be sent to: Production Manager/Control, Putman Media, 555 W. Pierce Road, Suite 301, Itasca, IL 60143. Fax number: 630-467-1124. Ad materials can also be uploaded directly to our FTP site at www.putmanftp.com.

Signed contracts and insertion orders for website and e-newsletter campaigns should be communicated via fax to 866-328-0893; digital campaign materials should be sent directly via email to digitalads@putman.net.

For further details please contact production manager Anetta Gauthier at 630-467-1300 x371; agauthier@putman.net.



CONTACT INFORMATION

Keith Larson, Group Publisher/VP Content
x 434 | kl Larson@putman.net

Joe Feeley, Editor-in-Chief
x 380 | jfeeley@putman.net

Jim Montague, Executive Editor
x 465 | jmontague@putman.net

Mike Bacidore, Managing Editor
x 444 | mbacidore@putman.net

Dan Hebert, Senior Technical Editor
x 873 | dhebert@putman.net

Katherine Bonfante, Digital Editor
x 394 | kbonfante@putman.net

Lori Goldberg, Operations Manager
x 431 | lgoldberg@putman.net

Anetta Gauthier, Production Manager
x 371 | agauthier@putman.net

Greg Zamin, Regional Manager
630-551-2500 | gzamin@putman.net | Midwest & Southeast

David Fisher, Regional Manager
508-543-5172 | dfisher@putman.net | Northeast & Mid-Atlantic

Laura Martinez, Regional Manager
310-607-0125 | lmartinez@putman.net | Western & Mountain

Jeanne Freedland, Digital Sales Specialist
212-665-3197 | jfreedland@putman.net | Digital Media Sales