

# Control Advertising Rates

FOUR-COLOR* PRINT ADVERTISING RATES (GROSS)				
	Open	6x	12x	Ad Live Area* (WxD, inches)
Full page	\$9,100	\$8,700	\$8,200	7 x 10
One-half page island	\$6,200	\$5,800	\$5,300	4-9/16 x 7-1/5
One-half page vertical	\$5,600	\$5,200	\$4,700	3-1/4 x 10
One-half page horizontal	\$5,600	\$5,200	\$4,700	7 x 4-7/8
One-third page vertical	\$4,800	\$4,400	\$4,000	2-3/16 x 10
One-third page square	\$4,800	\$4,400	\$4,000	4-9/16 x 4-7/8
One-quarter page	\$4,200	\$3,800	\$3,400	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-NEWSLETTER ADVERTISING RATES (GROSS) / CONTROLGLOBAL E-NEWS				
	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
Product Tower	265x740 pixels non-animated image/text combination displayed on left-hand side of e-newsletter (precludes skyscraper placement in same e-newsletter issue)	\$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

## CONTACT INFORMATION

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CONTROLGLOBAL.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
Half page	300x600 pixels; 60k file size limit; Home page only; animation, rich media acceptable	\$150
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	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
Interstitial	336 x 600 animated, 50k max, mouse-over expandable capability, 600 x 600, 40k max	\$106
Short rectangle (breadbox)	336 x 175 pixel html, animation, rich media acceptable, 40k max	\$80
Top Right (served on all pages)	200 X 90 Pixels, Animation accepted (Flash or .gif files needed), 20k max file size	\$2000

\* 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](http://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](mailto:digitalads@putman.net).

For further details please contact production manager Anetta Gauthier at 630-625-1154; [agauthier@putman.net](mailto:agauthier@putman.net).

