



# 2010 Print & Digital RATES & SPECS Plant Services

## PRINT ADVERTISING RATES & SPECS

Four-Color Print Advertising Rates (Gross)			
	1X	6X	12X
Full page	\$7,100	\$6,100	\$5,200
2/3 page	\$6,035	\$5,100	\$4,420
1/2 page	\$4,475	\$3,800	\$3,275
1/3 page	\$3,600	\$3,100	\$2,650
1/4 page	\$3,200	\$2,750	\$2,340

### COLOR CHARGES

PMS or 5th Color . . . . . 5% surcharge

### COVER RATES

Second (IFC) or Fourth (OBC) Cover . . . . . 20% surcharge

Third (IBC) Cover . . . . . 10% surcharge

### SPECIAL POSITIONS

Available on a 6x or 12x basis within a 12-month period. Guaranteed to first contract received. Contracts are non-cancellable and renewable 120 days prior to contract end. Rates will include a 10% premium. Contact publisher for availability. Publisher reserves the right to select ad location unless advertiser pays for a premium position.

### CLASSIFIED RATES (PER COLUMN INCH/PER INSERTION):

1x . . . . . \$150                      6x . . . . . \$130

3x . . . . . \$140                      12x . . . . . \$105

### CLASSIFIED/DISPLAY SIZE (NET RATES)

1 Page . . . . . \$7,325                      1/3 Page . . . . . \$3,255

2/3 Page . . . . . \$5,950                      1/4 Page . . . . . \$2,690

1/2 Page . . . . . \$5,215

### LITERATURE REVIEW & PRODUCT PROFILE RATES

1x . . . . . \$2,610                      3x . . . . . \$2,120

2x . . . . . \$2,240                      4x . . . . . \$1,975

### INSERTS

For demographic, regional or national full-run insert pieces, consult your district manager. Special Sales Lead Generation Program Call (630) 467-1300 to consult with your district manager about a customized lead program to boost sales results!

### AD FORMAT GUIDELINES

To insure print quality, please send files in the following format in a final resolution no less than 300 dpi/150 lpi, cmyk color mode: pdf (primery specs or print optimized), tif or eps. Digital files should be sent on CDs (ISO 9660 or Mac files and folders format preferred) or posted to our ftp site: [www.putmanftp.com](http://www.putmanftp.com). We do not process native files such as QuarkXPress or InDesign. The customer should provide a composite laser for prepress proofing to avoid any reflow or corruption mistakes.

### PRINTING SPECIFICATIONS

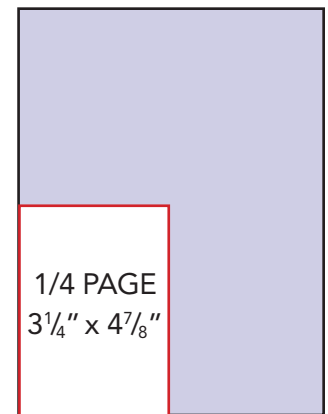
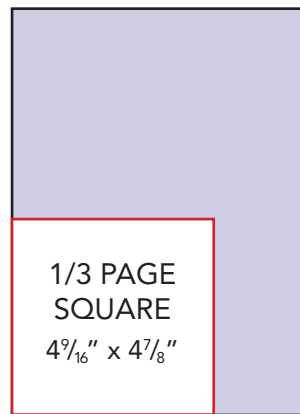
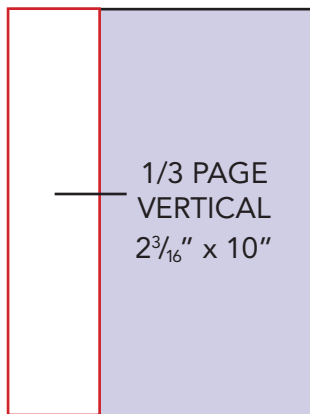
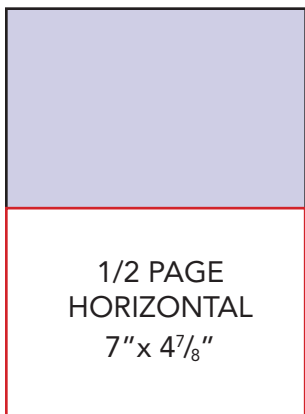
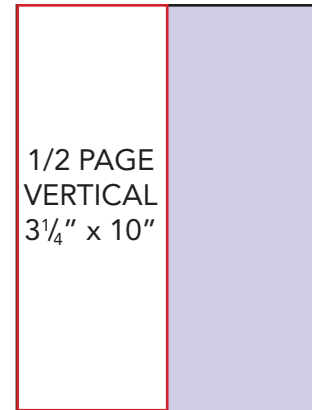
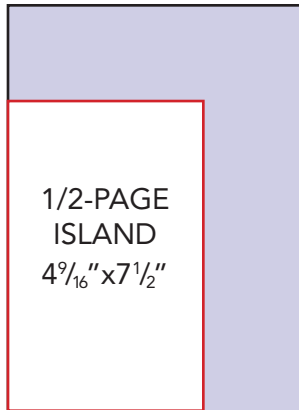
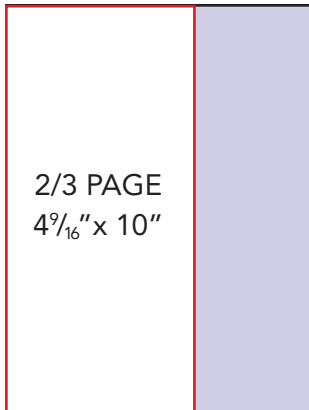
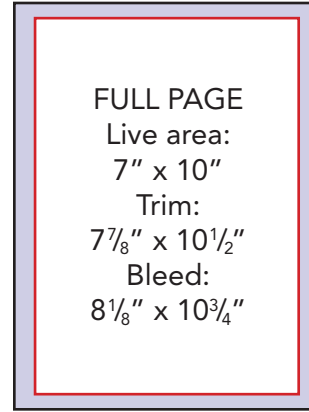
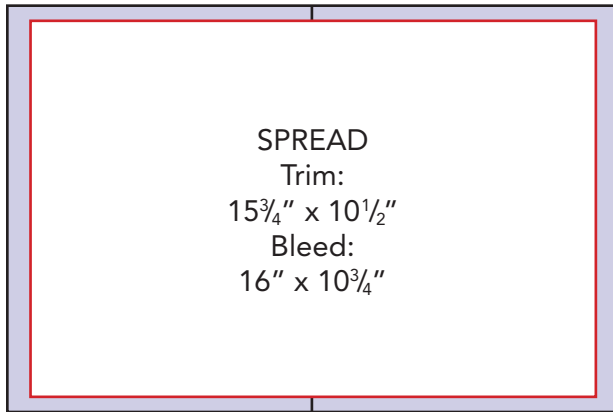
Web offset. SWOP specifications apply. All images/scans must be in CMYK mode and scanned at a final resolution of 300 dpi/150 lpi. Pantone colors must be converted to CMYK mode. Proofs are required for all color advertising. If not furnished, reproduction quality is at advertiser's risk. Chromalins preferred; progressive proofs, press proofs, and transfer keys acceptable. The publisher will not guarantee color reproduction if the advertiser supplies a color laser proof or 3M color keys.

### SHIPPING INSTRUCTIONS

- Shipping labels should specify issue in which ad is to be inserted.
- Please use fastest traceable carrier on all printing materials.
- Contracts, insertion orders, proofs, instructions, communications and printing material (except pre-printed inserts) should be sent to:

Production Manager, *Plant Services*  
Putman Media, Inc.  
555 W. Pierce Road, Suite 301  
Itasca, IL 60143  
Phone: 630/467-1300

# PRINT ADVERTISING SIZES



## CREATIVE DEADLINES

- GIF, JPEG, HTML, & text only – Five business days prior to start date
- Flash – Ten business days prior to start date
- Third Party and Rich Media – Ten business days prior to start date

## SUBMISSION GUIDELINES

- Send all creative to: digitalads@putman.net
- Click-thru URL must be submitted with creative
- Include a text version – 50 words max – of all e-newsletter ads. (Some e-newsletters are sent out in text-only formats due to browser restrictions.)

## DISPLAY AD SPECIFICATIONS

### HTML:

- HTML code cannot exceed 20K

### FLASH:

- Macromedia Flash up to version 8
- Creative must be delivered as a .SWF file
- Must submit an image (JPEG or GIF) to be served in case the user does not have flash installed
- Do not embed the click-thru URL in the Flash creative. Create a button that covers the entire creative at the root level or level 0. Enter the following in the "Action" tag:  
on (release) {  
  get URL (clickTAG, "\_blank");  
}
- The frame rate for flash files may not exceed 18 frames per second. 12 frames per second is preferred.

## VIDEO GUIDELINES:

- .FLV – Flash video format – 320x240, 368Kbps (video), 64Kbps mono (audio)
- .WMV – Windows Media – 640x480, 1Mbps (video), 64Kbps mono (audio) or 320x240, 500Kbps video, 64Kbps mono (audio)
- .AVI – typical full-res windows video format – 720x480 or 640x480
- .MOV – typical full-res Mac video format – 720x480 or 640x480

## ROADBLOCKS

Roadblocks are a unique opportunity for you to own all key positions on a home page for selected time periods. They are well-suited for product announcements, marketing "splash" campaigns, major initiative launches, and other types of marketing campaigns. Contact your local sales representative for more information.

## THIRD PARTY SERVING

Putman Media Web sites allow third party rich media tags (IFRAME/JavaScript) for the rotation of rotating, rich media, and requests standard third party tags (HREF, IMG SRC) for the use of GIF or JPEG.

## RICH MEDIA GUIDELINES:

- All rich media must be approved by the Putman Media editor
- Supported Vendors: Eyeblaster, PointRoll, EyeWonder
- Load Time: Creative must load within 5 seconds or less with 56k modem and must not interrupt page loading
- All rich media must be hosted by a 3rd party vendor
- All creative must be submitted 10 days prior to start date for testing purposes
- For all types of creative, sound is allowed based on prior Putman Media approval
- Sound must be user initiated and have a visible on/off switch

## EXPANDABLE AD GUIDELINES

- All expandable ads must be approved by the Putman Media editor
- Definition: Allows ad to expand on a mouse-over or click interaction.
- Uses Java, JavaScript, Flash and/or DHTML.
- Supported Vendors: PointRoll, Eyeblaster
- Positions: Can be used in the top leaderboard or Large Rectangle page positions

## WEB SITE ADVERTISING RATES

Leaderboard	\$65 CPM (Cost Per Thousand Impressions)
Boombbox (Large Rectangle)	\$65 CPM
Square Button	\$65 CPM
Article-embedded Text Box	\$65 CPM
Sponsored Product	\$65 CPM
Sponsored Link	\$65 CPM

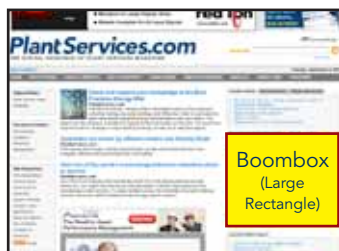
All rates are gross

## WEB SITE ADVERTISING SPECS & SIZES



### LEADERBOARD

Dimensions: 728 x 90 px  
 File Size: 30K or less  
 Loop Limit: 5 Loop Limit  
 Formats: GIF, JPEG, HTML, Flash  
 Alt Text: Cannot exceed 70 characters



### BOOMBOX (LARGE RECTANGLE)

Dimensions: 336 x 280 px  
 File Size: 40K or less  
 Loop Limit: 5 Loop Limit  
 Formats: GIF, JPEG, HTML, Flash  
 Alt Text: Cannot exceed 70 characters



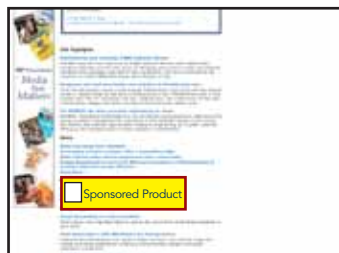
### SQUARE BUTTON

Dimensions: 125 x 125 px  
 File Size: 20K or less  
 Loop Limit: 5 Loop Limit  
 Formats: GIF, JPEG, HTML, Flash  
 Alt Text: Cannot exceed 70 characters



### ARTICLE-EMBEDDED TEXT BOX

Size: Up to 40-character headline, plus 300 characters additional text  
 Format: Text only



### SPONSORED PRODUCT

Size: 120x60 pixel non-animated image, plus 40-character headline and 300 characters additional text  
 Format: Text and JPG or GIF



### SPONSORED LINK

Size: Up to 40-character headline, plus 80 characters additional text  
 Format: Text only

## E-NEWSLETTER ADVERTISING RATES

PLANTSERVICES.COM E-NEWS			
	1X	6X	12X
Top Sponsor	\$1,650	\$1,450	\$1,150
Medium Rectangle	\$1,650	\$1,450	\$1,150
NEW PRODUCT BULLETIN			
Product listing	\$1,412	\$1,412	\$1,412

All rates are gross

## E-NEWSLETTER AD SIZES AND SPECS



**TOP BANNER:**  
 Dimensions: 468 x 60 pixels  
 File Size: 40K or less  
 Formats: Non-animated GIF or JPEG  
 Text Alt: 120 x 60 pixel image with 5 lines at 80 characters each



**MEDIUM RECTANGLE:**  
 Dimensions: 300 x 250 pixels  
 File Size: 40K  
 Formats: Non-animated GIF or JPEG  
 Text: 600 characters including title & spaces



**SPONSORED PRODUCT:**  
 Dimensions: 120 x 60 pixels,  
 File Size: 5K  
 Formats: Non-animated GIF or JPEG  
 Text: 300 characters



**SPONSORED LINKS:**  
 Up to 40-character headline, plus 80 characters additional text

### NOTE

Some e-newsletters are sent out in text-only formats because certain browsers do not support images. Please submit a text version of your ad – up to 50 words – along with your image file.

# CONTACT INFORMATION

## MIKE BRENNER, GROUP PUBLISHER

Arizona, Arkansas, Northern California, Colorado, Idaho, Illinois, Minnesota, Montana, Nebraska, Nevada, New Mexico, North Dakota, Oklahoma, Oregon, South Dakota, Utah, Washington, Wisconsin, Wyoming

Phone: (630) 467-1300, Ext. 487

E-mail: mbrenner@putman.net

## JERRY BURNS, DISTRICT MANAGER

Alabama, Southern California, Connecticut, Delaware, Florida, Georgia, Louisiana, Maine, Maryland, Massachusetts, Mississippi, New Hampshire, New Jersey, New York, North Carolina, Pennsylvania, Rhode Island, South Carolina, Texas, Vermont, Virginia, Washington D.C., West Virginia

Phone: (630) 467-1300, Ext. 427

E-mail: jburns@putman.net

## MICHAEL CONNAUGHTON, ACCOUNT EXECUTIVE

Indiana, Iowa, Kansas, Kentucky, Michigan, Missouri, Ohio, Tennessee, Alberta/Canada, British Columbia/Canada, New Brunswick/Canada, Quebec/Canada, Literature Reviews, Inside Print and Digital Sales

Phone: (513) 543-6432

E-mail: mconnaughton@putman.net

## POLLY DICKSON, INSIDE SALES MANAGER

Classified, Product Spotlight

Phone: (630) 467-1300 Ext. 396

Fax: (630) 467-0197

E-mail: pdickson@putman.net

## NORM KLIEMAN, DIGITAL SALES MANAGER

Digital Sales

Phone: (630) 467-1300, Ext. 344

E-mail: nklieman@putman.net

## PRODUCTION MANAGER

Phone: (630) 467-1300, Ext. 468

## PUTMAN MEDIA, INC.

555 West Pierce Road, Suite 301,  
Itasca, IL 60143

Phone: (630) 467-1300

Fax: (630) 467-0197

## RATE CARD PROVISIONS

1. All orders are subject to acceptance by Putman Media, Inc. (PMI) at its headquarters in Itasca, Illinois.
2. No conditions other than those set forth in this rate card shall be binding upon PMI unless specifically agreed to by PMI in writing.
3. Positioning of advertisements is at the sole discretion of PMI except where a specific position has been agreed to by PMI in writing.
4. Cancellations or changes in advertising by the advertiser or its agency may not be made after the closing date for the publication or product, unless otherwise agreed upon between the parties in writing. PMI is under no obligation to revise advertising materials not received by the PMI production department by the closing date and such advertisements may not be subject to approval by the advertiser or its agency.
5. PMI assumes no liability for any errors or omissions in key numbers appearing in advertisements.
6. PMI is not liable for any delays in the production or delivery of the publication or product due to any conditions beyond PMI's control.
7. In consideration of PMI's publish-

ing advertising (or distributing another product) for the advertiser, the advertiser and its agency, agree to indemnify and defend PMI against any and all claims, losses, liabilities, damages and expenses (including attorneys' fees) arising out of PMI's printing, publishing or distributing such advertising (or another product) and/or arising from third parties' access to advertiser's site and use of advertiser's products or services.

8. In no event shall PMI be liable for any consequential, incidental or special damages nor shall its liability for any act, error or omission, whether or not due to its negligence, exceed the price paid to PMI for the publication or distribution of such materials.
9. PMI reserves the right to hold the advertiser and its agency jointly and severally liable for all monies that are due and payable to PMI.
10. Advertising in PMI's online products and services is subject to the terms of the applicable online insertion order.
11. All payments are due within thirty (30) days of the invoice date. Noncommissionable charges, such as production charges, are not subject to an advertising agency commission.

## PUBLISHER POLICIES

Rates subject to change upon notice. At the time a rate change is announced, a contract may be cancelled without incurring a short rate provided the contract rate has been earned up to the date of cancellation. No rate holders accepted. Putman Media, Inc. reserves the right to hold advertiser and/or its advertising agency jointly and severally liable for such monies as are due and payable to the publisher.

Putman Media, Inc. reserves the right to refuse advertising that is, in our estimation, in bad taste, or not

in keeping with the nature of *Plant Services'* editorial policy and circulation standards. It is understood that the advertiser and/or advertising agency will indemnify and save the publisher harmless from and against any loss, expense or other liability resulting from any claims or suits for libel, violation of right of privacy, plagiarism, copyright infringement and any other claims or suits that may arise out of the publication of such advertisement.