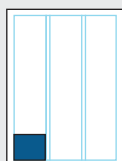




MARKETPLACE – CLASSIFIED PRINT RATES

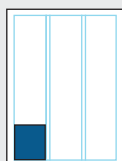
48,043¹ BPA-AUDITED PRINT SUBSCRIBERS

ADDITIONAL REACH: 12 DIGITAL EDITIONS SENT TO 28,000 SUBSCRIBERS

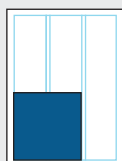


1/18
2 1/4" w x 2" h
\$426

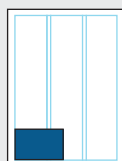
B/W rates, gross.
Spot color: add \$175, 4/c: add \$555. Discounts available for multiple insertions. ONLINE text listing: \$395, logo button: \$255. Listing & logo button \$505.



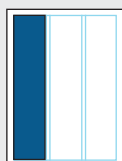
1/12 Vertical
2 1/4" w x 2 3/4" h
\$802



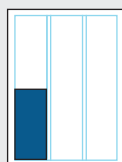
1/3 Horizontal
4 1/2" w x 4 3/4" h
\$1,916



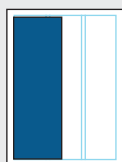
1/8 Horizontal
3 1/4" w x 2 1/2" h
\$921



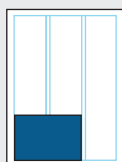
1/3 Vertical
2 1/4" w x 9 3/4" h
\$1,916



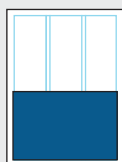
1/6 Vertical
2 1/4" w x 4 1/2" h
\$1,217



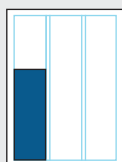
1/2 Vertical
3 1/4" w x 9 3/4" h
\$2,387



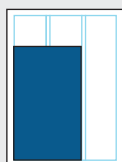
2/9 Horizontal
4 1/2" w x 3 1/4" h
\$1,279



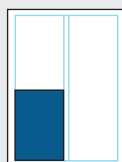
1/2 Horizontal
7" w x 4 1/2" h
\$2,387



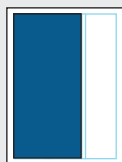
2/9 Vertical
2 1/4" w x 6" h
\$1,279



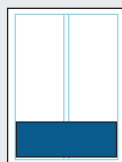
1/2 Island
4 1/2" w x 7" h
\$2,998



1/4 Vertical
3 1/4" w x 4 3/4" h
\$1,469



2/3 Vertical
4 1/2" w x 9 3/4" h
\$3,279



1/4 Horizontal
7" w x 2 1/2" h
\$1,469



Full
7" w x 9 3/4" h
\$4,312

Display ads for employment, educational opportunities, or lab products and services. Rates are gross for b/w. Spot color match or cyan \$175 additional, four-color \$555 additional. Recognized agencies receive a 15% commission. Frequency discounts available.

ISSUANCE AND CLOSING DATE: Frequency is 12 issues a year. Published monthly. Closes the 1st of the month prior to publication. Materials due one week later.

FTP FILE SUBMISSION:

Platform: PC or Mac
Materials: Send on CD or post on NP Communications' Upload Center website: <http://www.nelsonpub.com/fileupload>
Please confirm upload by emailing: mlotraffic@nelsonpub.com

FILE FORMAT: PDF file setting: PDF/X-1a:2001 is required. Include crop marks, 300 dpi CMYK images, embedded fonts, and all items 1/4" from trim.

FILE NAMING: Name file with advertiser's name and the issue month. Do not use spaces, slashes, or quote marks in the file name and make sure the ".pdf" extension is included.

MECHANICAL: Web Offset press, direct to plate, 150 line screen. Trim size is 7 3/4" x 10 3/4". Maximum total ink density is 280%. Trapped or overprinted files are not accepted, please set to knock-out. Color cannot be guaranteed if any elements must be converted to CMYK from RGB, LAB, or PMS.

COLOR PROOF: Press-quality color proof, using SWOP (Standard Web Offset Printing) standards, is preferred and required for color guidance on press, otherwise publisher does not assume responsibility for color matching or accuracy. Laser and inkjet printouts will be accepted for content only.

CHARGES: Creative services and ad alterations are available at a \$75 per hour rate, billed at 15 minute increments. A flat fee of \$75 will be charged to convert native files to PDF format. A press-quality SWOP color proof can be generated from a supplied PDF file for \$85.

TECHNICAL HELP: Production Manager at 800-226-6113 x 145.

CLASSIFIED WEB ADVERTISING: Online text listings \$395 (free with 1/6 or larger print ad. Logo button \$255. Listing and logo button \$505.

SALES CONTACT: Carol Vovcsko
2506 Tamiami Trail North, Nokomis, FL 34275
800-226-6113 x 123 Fax: 941-966-2590
cvovcsko@nelsonpub.com

AD MATERIAL TO: MLO - Ad Traffic Manager
2506 Tamiami Trail North, Nokomis, FL 34275
800-226-6113 x 194 Fax: 941-966-2590
mlotraffic@nelsonpub.com (see FTP submission instructions above)

SOURCE
¹ BPA Statement, June 2011