

Print Rates and Specs

2009 Black and White Rates (gross)

| | 1X | 3X | 6X | 12X | 18X | 24X | 36X | 48X |
|--------------------------------------|---------|---------|---------|---------|---------|---------|--------|--------|
| Full Page | \$11685 | \$11465 | \$11130 | \$10775 | \$10535 | \$10260 | \$9780 | \$9410 |
| 2/3 Page | 9430 | 9334 | 9160 | 8675 | 8480 | 8105 | 7730 | 7445 |
| 1/2 Page Island | 7770 | 7690 | 7460 | 7155 | 6995 | 6690 | 6375 | 6135 |
| 1/2 Page Horizontal | 7010 | 6935 | 6730 | 6440 | 6300 | 6020 | 5750 | 5545 |
| 1/3 Page Square or Horizontal | 4730 | 4690 | 4545 | 4350 | 4255 | 4075 | 3885 | 3735 |
| 1/4 Page | 3525 | 3485 | 3390 | 3240 | 3170 | 3035 | 2890 | 2798 |

2009 Color Rates (gross)

| Color | Single Page | Spread |
|---------------------------|-------------|--------|
| 2-Color (Standard) | 825 | 1455 |
| 2-Color PMS | 930 | 1640 |
| 3-Color | 2215 | 3805 |
| 4-Color | 2300 | 3955 |

Mechanical Requirements

Publication trim size: 7 7/8" x 10 1/2"
Essential material must be kept at least 1/4" from trim

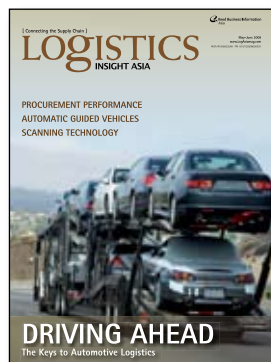
| Ad Size | Non-Bleed | Bleed |
|--------------------------|-----------------|------------------|
| 2 Page Spread | 15" x 10" | 16" x 10 3/4" |
| Full Page | 7" x 10" | 8 1/8" x 10 3/4" |
| 2/3 Page Vertical | 4 1/2" x 10" | 5 1/8" x 10 3/4" |
| 1/2 Page | | |
| Vertical | 3 3/8" x 10" | 4" x 10 3/4" |
| Horizontal | 7" x 4 5/8" | 8 1/8" x 5 1/4" |
| Island | 4 1/2" x 7 1/2" | — |
| 1/3 Page | | |
| Vertical | 2 1/8" x 10" | 2 7/8" x 10 3/4" |
| Square | 4 1/2" x 4 5/8" | — |
| 1/4 Page | 3 3/8" x 4 5/8" | — |
| 1/6 Page | 2 1/8" x 4 5/8" | — |

Partner Publications

Logistics Insight Asia

This new bimonthly magazine primarily targets the needs of 6,500 professionals working in manufacturing industries across the region who are responsible for various stages of their company's logistics activities and infrastructure, from production planning to warehouse management to customer delivery.

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Preferred file format: PDFx1a version 1.3

Preferred method submission: www.ads4reed.com

All images must be hi-res 300 dpi, CMYK or Grayscale and meet SWOP standards. Save in TIFF or EPS format without embedded ICC profiles.

Embed all fonts. Use only Adobe type 1 fonts.

Files should be 100% of print size.

Standard trim, bleed and crop marks should appear 1/4" outside trim.

PDFs should be created from Acrobat Distiller and not from native application.

RBI distiller settings and instructions furnished upon request.

Additional ad spec information at www.ads4reed.com

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Logistics Management

(Indian Edition)

Logistics Management (Indian Edition) is the second title from Reed Infomedia India Pvt. Ltd. launched in April 2007. The editorial content addresses the logistics industry in India as a quintessential aspect of the business cycle. In line with its U.S. edition, *LM* India provides strategic features, sector analysis, technology articles, special reports, exclusive industry research, and best practices for logistics professionals.

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