



# PRINT RATES

## ROP DISPLAY RATES & SIZES

Ad Unit Size	OPEN	3X	6X	12X	18X	24X
 <b>Full page trim size 7-7/8 x 10-3/4</b> Live Area 1/2" inside trim Full Page Bleed, add 1/8" all sides past trim	\$14,490	\$14,430	\$14,275	\$13,695	\$13,400	\$12,825
 <b>1/2 page Horizontal</b> 7 x 5  <b>1/2 page Vertical</b> 3-3/8 x 10  <b>1/2 page Island</b> 4-1/2 x 7-1/2	\$8,700	\$8,640	\$8,565	\$8,225	\$8,050	\$7,695
 <b>1/3 page Horizontal</b> 7 x 3-5/16  <b>1/3 page Vertical</b> 2-1/8 x 10  <b>1/3 page Island</b> 4-1/2 x 5	\$6,080	\$6,055	\$5,995	\$5,760	\$5,634	\$3,385
 <b>1/4 page Horizontal</b> 7 x 2-1/2  <b>1/4 page Vertical</b> 3-3/8 x 5  <b>1/4 page Square</b> 4-1/2 x 3-3/4	\$4,855	\$4,830	\$4,785	\$4,590	\$4,490	\$4,295
 <b>1/6 page Horizontal</b> 4-1/2 x 2-1/2  <b>1/6 page Vertical</b> 2-1/8 x 5	\$3,480	\$3,465	\$3,425	\$3,290	\$3,220	\$3,075

**ADVERTISER BONUS:** ENHANCE YOUR PRINT AD with video, audio, augmented reality and slideshows, making your ad in our digital edition completely interactive. Our readers will also be able to share pages with other decision makers and influencers via email, Facebook, LinkedIn, Twitter or click straight through to link to your website. Only \$500 with your print ad in **TechShop**.

### Preferred positions available upon request:

Second cover, third cover, fourth cover, center spread, island spread, consecutive fractional units, other preferred positions

Electronic File Transfer:


<http://files.babcox.com/>

Questions: **330.670.1234 x277**

**Katelyn Mueller - [kmueller@babcox.com](mailto:kmueller@babcox.com)**

### Print & Digital Advertising Terms & Conditions

[www.babcox.com/site/advertising-info/terms/](http://www.babcox.com/site/advertising-info/terms/)



2 col x 2.5" (1/6 page)

1 col x 10" (1/3 page)

1 col x 6"

1 col x 1.5"

1 col x 2.75"

2 col x 1.5"

### Classified Rates & Sizes

Rates are per column-inch, per insertion:

Ad size	Frequency			
	1x	3x	6x	12x
1" – 5"	\$150	\$143	\$136	\$125
6" – 10"	\$140	\$133	\$126	\$119
11" – 15"	\$130	\$124	\$116	\$110

Contact: **330.670.1234 x224**  
**Jennifer Hazen - [jhazen@babcox.com](mailto:jhazen@babcox.com)**

Display classified advertising units do not serve as rate holders and are not subject to agency commission. Payment is required with order.