

Rate Cards

Advertising in the **Directors & Boards** family of governance media products delivers your powerful message to our powerful readership in a clutter-free, professional journal environment.

Please note: Earned frequency discounts are for per-product contracts. Two ads in **Directors & Boards** and two ads in Boardroom Briefings earn the 2x rate on each. See our scheduled advertising benefits for additional discounts and added-value services.

Directors & Boards 2009

Rate Card #33

Four Color Page Rates (All rates net)

	1x	2x	3x	4x	5x
Full Page	6,475	6,370	6,200	5,985	5,770
Cover 2/3	7,600	7,480	7,360	7,245	7,130
Cover 4	8,130	7,995	7,870	7,750	7,625
Spread	11,665	11,480	11,295	11,115	10,935
¾ Page	4,850	4,775	4,700	4,625	4,550
½ Page	4,290	4,220	4,155	4,090	4,025
¼ Page	3,300	3,250	3,200	3,150	3,100
¼ Page	2,810	2,765	2,720	2,675	2,635

Call your advertising representative for fractional rates, special color rates (PMS, metallic) and black and white rates.

Boardroom Briefing 2009

Rate Card #6

Four Color Page Rates (All rates net)

	1x	2x	3x	4x
Page	9,000	8,600	8,220	7,860
c2	13,000	12,400	11,830	11,290
c3	11,400	10,880	10,390	9,920
c4	13,000	12,400	11,830	11,290

Call your advertising representative for fractional rates, special color rates (PMS, metallic) and black and white rates.

Web & e-Mail Advertising 2009

Rate Card #5 (All rates net)

(Includes posting for 30 days to the **Directors & Boards** website, and inclusion in one monthly e-Briefing. Please note that advertisers in the print edition receive FREE e-Briefing ads in the month in which their print ad runs.)

Banners

Top Mini Banner: \$1,250 (210x80 pixels)

Button: \$700 (160x80 pixels)

Banner: \$1,000 (468x60 pixels)

Sponsored Positions

Advertisers may sponsor web-based editorial in two areas: our popular Article of the Week (a full-text article from **Directors & Boards**) or our In the Current Issue page, which outlines the content of the current print edition. Each sponsorship includes a 468x60 pixel banner ad and a note above the text that this section is brought to web readers courtesy of the advertiser.

Article of the Week

\$1,000 per month, includes banner ad

In the Current Issue

\$750 per month, includes banner ad

Webinar Sponsorships

Contact your advertising sales executive.

Supplied Inserts 2009

Rate Card #4 (All rates net)

	Directors & Boards 8,300 distribution	Boardroom Briefing 23,000 distribution
2 page insert	2,750	5,500
4 page insert	4,450	8,900
8 page insert	6,850	13,700
12 page insert	8,350	16,700
16 page insert	11,650	21,300
20 page insert	14,950	23,900
24 page insert	16,000	26,500
36 page insert	20,150	
48 page insert	24,450	

The following are guideline prices for pre-printed inserts in Directors & Boards and Boardroom Briefing. This assumes "normal" weight and size (less than 8½ x 11); heavier pieces, or unusual sizes, will be priced individually. Contact your advertising representative to discuss weight and sizing.

Pricing is for insertion in the magazine or insertion in the Polybag. Polybag insertions limited to 3 pieces per issue on a first-come, first-served basis.

Special insertion costs: Handwork, glue dotting, etc., are billed at cost and are non-commissionable.

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