

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.

Directors & Boards and Boardroom Briefing 2010

Rate Card #34

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
2/3 Page	4,850	4,775	4,700	4,625	4,550
1/2 Page	4,290	4,220	4,155	4,090	4,025
1/3 Page	3,300	3,250	3,200	3,150	3,100
1/4 Page	2,810	2,765	2,720	2,675	2,635

Web & e-Mail Advertising 2010

Rate Card #6 (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 a FREE e-Briefing ad 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

Roundtable and Webinar Sponsorships

Contact your advertising sales executive.

Supplied Inserts 2010

Rate Card #4 (All rates net)

Directors & Boards 8300 distribution

2 page insert:	\$2,750
4 page insert:	\$4,450
8 page insert:	\$6,850
12 page insert:	\$8,350
16 page insert:	\$11,650

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.

Scott Chase

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