

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 2012

Rate Card #36

Four Color Page Rates (All rates net)

| | 1x | 2x | 3x | 4x | 5x |
|-----------|-------|-------|-------|-------|-------|
| Full Page | 7140 | 7025 | 6835 | 6600 | 6295 |
| Cover 2/3 | 8380 | 8250 | 8120 | 7990 | 7560 |
| Cover 4 | 8960 | 8815 | 8680 | 8550 | 8190 |
| Spread | 12865 | 12650 | 12450 | 12250 | 11655 |
| 2/3 Page | 5350 | 5265 | 5180 | 5100 | 4830 |
| 1/2 Page | 4730 | 4650 | 4580 | 4510 | 4305 |
| 1/3 page | 3640 | 3585 | 3530 | 3475 | 3360 |
| 1/4 page | 3095 | 3050 | 3000 | 2940 | 2835 |

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

Supplied Inserts 2012

Rate Card #7 (All rates net)

| | |
|-----------------|----------|
| 2 page insert: | \$3,200 |
| 4 page insert: | \$5,100 |
| 8 page insert: | \$7,100 |
| 12 page insert: | \$8,900 |
| 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.

Web & e-Mail Advertising 2012

Rate Card #7 (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.)

Webcasts

Master Sponsor:\$10,000

Multi-Sponsor: \$5,000 (per sponsor)

E-Blasts\$3,000 per email

(Availability is limited, so please book early; volume discounts available.)

Banners

Top Banner, page: \$2,500

Top Mini Banner: \$1,500 (210x80 pixels)

Banner: \$1,900 (468x60 pixels)

Button: \$900 (160x80 pixels)

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