

# INSERTION ORDER

## 2005 FPE Advertising Rates

### DISPLAY ADVERTISING RATES

#### Size Unit 1X 4X

Spread . . . . .	\$5,738 . . . . .
. \$5,386	
Full Page, Cover . . . . .	\$4,964 . . . . .
. \$4,346	
Full Page . . . . .	\$3,642 . . . . .
. \$2,972	
2/3-Page . . . . .	\$2,869 . . . . .
. \$2,550	
1/2-Page Isl. . . . .	\$2,648 . . . . .
. \$2,348	
1/2-Page . . . . .	\$2,430 . . . . .
. \$2,090	
1/3-Page . . . . .	\$1,987 . . . . .
. \$1,674	
1/4-Page . . . . .	\$1,545 . . . . .
. \$1,339	

### CLASSIFIED ADVERTISING RATES

Inch Rates	1X	2X	3X	4X
1-Inch Unit . . . . .	\$167 . . . . .	\$157 . . . . .	\$147 . . . . .	\$137
2-Inch Unit . . . . .	\$335 . . . . .	\$315 . . . . .	\$294 . . . . .	\$273
3-Inch Unit . . . . .	\$504 . . . . .	\$473 . . . . .	\$432 . . . . .	\$401
4-Inch Unit . . . . .	\$663 . . . . .	\$618 . . . . .	\$576 . . . . .	\$535

Maximum is 4 inches: thereafter Display Rates apply.  
Classified ads are one-color only (black). to estimate length, assume 25 words per inch. Include headline and address in word count.

### CASE STUDY RATES

**Size Unit Advertisers Non-Advertisers**  
1/2-Page . . . . . \$1,000 . . . . . \$2,500  
NOTE: You must advertise in the same issue to get the advertiser rate on a Case Study.  
Ad files can be uploaded to [www.digitaladscmg.com](http://www.digitaladscmg.com)

Sales Rep: \_\_\_\_\_

Issue: \_\_\_\_\_

Ad Size: \_\_\_\_\_

Ad Shape: \_\_\_\_\_

Color: \_\_\_\_\_ Bleed:  Yes  No

Ad Materials Due: \_\_\_\_\_

Repeat Ad From: \_\_\_\_\_

Page \_\_\_\_\_

Repeat Ad Throughout Schedule:  Yes  No

Call Monthly for Ad Material:  Yes  No

Company Name: \_\_\_\_\_

Division: \_\_\_\_\_

Address: \_\_\_\_\_

City: \_\_\_\_\_

State/Zip: \_\_\_\_\_

Phone: \_\_\_\_\_

Fax: \_\_\_\_\_

E-mail: \_\_\_\_\_

**Contact:** \_\_\_\_\_

Title: \_\_\_\_\_

Agency: \_\_\_\_\_

Address: \_\_\_\_\_

City: \_\_\_\_\_

State/Zip: \_\_\_\_\_

Phone: \_\_\_\_\_

Fax: \_\_\_\_\_

E-mail: \_\_\_\_\_

**Contact:** \_\_\_\_\_

**Signature** \_\_\_\_\_

### FAX OR MAIL COMPLETED FORM TO:

**Erik Lodermeier**  
**Media Services Manager**  
**1300 East Ninth Street**  
**Cleveland, OH 44114**