



THE TECHNICAL RESOURCE FOR THE PHYSICAL & ELECTRONIC SECURITY SPECIALIST

LOCKSMITH LEDGER *International*

2013 PLANNING GUIDE

Engagement. Redefined.

Redefining Engagement

It has been said that time is a testament to success and as we move into our 74th consecutive year of publishing *Locksmith Ledger International*, we remain quite proud and humbled to say that your continued and steadfast support helps to make *Locksmith Ledger* the #1 read among locksmiths and security professionals. Additionally, *Locksmith Ledger International* remains the #1 choice when it comes to marketing and advertising with more industry related companies than ANY OTHER publication in the field. Our success is your success – Thank you!

In 2013, *Locksmith Ledger* again leads the way with editorial coverage that is industry comprehensive, innovative and growth oriented. As the role of the locksmith / security professional continues to change so must the editorial direction evolve. *Locksmith Ledger International* will continue addressing the immediate critical issues facing our audience from: mechanical hardware to the automotive industry to the constantly changing electronics/access control venues while looking to the future as the FUTURE IS NOW!

The need for you to have a strong influential marketing partner to help you get the word out on your products and services is more CRUCIAL today than ever before!

In this highly charged world of expanding digital options: social, mobile, print and interactive media, the two most difficult tasks remain quantifying your program and qualifying your leads! Those tasks just became ATTAINABLE!

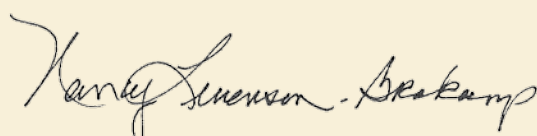
All of us at the Cygnus Security Media Group are excited to introduce the most unique and dynamic marketing support program in the security media space – we call it Cygnus Analytics. Now, we can offer our marketing partners insight into the performance of their outbound messages by combining qualified analytics with sophisticated data intelligence.

This integrated tool provides marketers with a holistic view of their total marketing program and offers new ways to target prospects that are engaged, qualified and most likely to purchase YOUR products. We call it – “Intention Driven Marketing” – a program NONE of our competitors can offer you.

As Publisher, I challenge you to engage with our sales managers to learn more about our ONE-OF-A-KIND marketing engagement and lead generation solutions.

As always, we appreciate the YEARS of loyalty you have shown us and if you are new to *Locksmith Ledger* we welcome you and ask you to put our experience and innovation to the test.

We look forward to showing you how we will add value to your 2013 marketing plans!



Nancy Levenson-Brokamp
Publisher

Analytics To Optimize Marketing

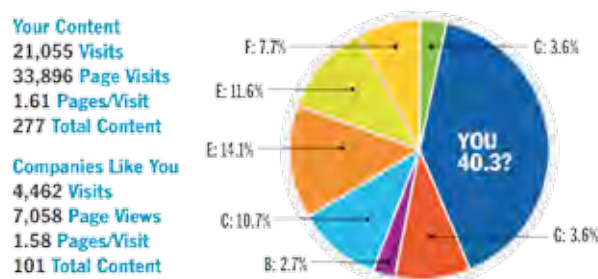


CYGNUS ANALYTICS

Data driven. Results focused.

Engagement Report

Most companies today are looking for quantifiable ways to measure the return on their online exposure — particularly when it comes to how digital presence boosts awareness of your products, communicates your unique selling benefits, and motivates prospective clients to make a purchase.



Discover How Leading Locksmith Professionals Are Seeing Your Marketing Message and How You Rank Next To Your Competitors

An Engagement Report is designed to help you measure the exposure and consumption of all your company information located on Locksmithledger.com, including:

- News coverage
- Buyer's Guide
- Videos
- Blog posts
- Article mentions
- Webcasts
- Press releases
- White papers
- Podcasts

Get Detailed Statistics on:

- **The VOLUME of your outbound communications strategy**
- **Your EXPOSURE vs. your competitors**
- **Audience ENGAGEMENT by market segments and titles**



Social Media Integration

Nothing shows how fast the world is changing as social media. Integrating social media into a marketing campaign across a network of communication channels is essential to getting your message out. Turning that message into qualified leads is the core of our Social Media Integration Program, which takes social media analytics and complements it with research in a trackable turnkey format. Now, you can dial into the key individuals that are keeping your message alive.



Also Available:

Profiler Lead Program

Who are your customers? On the surface it may be easy to categorize them into a neat little package. The Cygnus 'Profiler' Program helps fill in the blanks on your potential customer resulting in a highly qualified, engaged sales lead. Leave the detective work to us and let the Cygnus 'Profiler' program give you a more compelling and complete picture of your customers.

Lead Enrichment Program

Have a lot of sales leads but don't have the time to do anything with them? Cygnus can help by developing an integrated media program to evolve your prospects and identify the potential buyers. This approach to nurturing those sales leads will build your brand and keep you 'top of mind' with your customers.

Real-Time Lead Tracking



Leads from each channel can be identified separately; then prompted to respond to proprietary research questions that you supply; then they can be appended with demographics from our Cygnus Analytics database and scored for their involvement with our brands.

Boost the quality and quantity of leads from direct marketing programs, including: direct mail, catalog mailings, postcards, ride-alongs, custom e-blasts, custom landing pages and Personal URLs (PURLs).

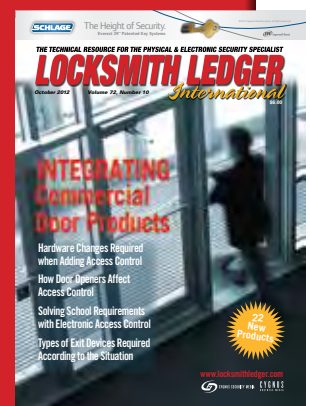
"I have been able to inform others of the new technologies that are available to our specific needs."

— Access Control Technician, Institutional Facility

Locksmith Ledger Makes Lead Generation Dynamic

CLIENT BENEFITS

- Higher quality leads
- Increased conversion rates
- Brand engagement measurement
- Shortened sales cycle
- Increased sales



Audience Profile

What action(s) have you taken during the past year as a result of advertisements and/or articles in *Locksmith Ledger International*? ^[2]

Bought products or services advertised.....	59%
Recommended the purchase of these products.....	46%
Referred an ad/article to someone else in the company by passing along a tearsheet, photocopy or actual issue.....	36%
Discussed an ad/article with someone else in the company.....	47%
Requested additional information from a company, sales representative or distributor.....	43%
Utilized reader service card to request further action.....	20%
Visited advertiser's Web site.....	77%

[95%]

of all respondents reported having taken one or more of the above actions

[43.8]

the average number of minutes respondent spends reading an issue

Which of the following publications do you receive personally addressed to you? ^[2]

<i>Locksmith Ledger</i>	100%
Door Hardware.....	16%
Keynotes.....	36%
Security Dealer & Integrator.....	22%
Security Distributing & Marketing.....	14%
Security Product News.....	15%
The National Locksmith.....	61%



Primary Business

Which of the following most closely describes your primary business classification? ^[3]

Locksmith Shop.....	56%
Institutional.....	28%
Hardware.....	11%

How would you define your current business? (Choose one only) ^[2]

Electronics.....	5%
Access Control.....	13%
Door Hardware.....	57%
Automotive.....	17%
Safes.....	6%
Integrated Systems.....	4%

How would you define your business growth and direction in the next 3-5 years? ^[3]

Electronics.....	64%
Access Control.....	67%
Door Hardware.....	63%
IP.....	37%
Safes.....	36%
Automotive.....	42%
CCTV.....	39%
Alarms.....	32%
Integrated Systems.....	38%

“Continual education – discussion starters for our local locksmith association.”

— President, Mobile Locksmith Business

2. June 2011 Harvey AD-Q. 3. August 2010 Audience Survey.

2013 Programs

THE TECHNICAL RESOURCE FOR THE PHYSICAL & ELECTRONIC SECURITY SPECIALIST
LOCKSMITH LEDGER
International

Advertorial

Design a high-impact, highly credible advertorial that presents your company's technology or application expertise in a powerful and comprehensive presentation.

Belly Bands & Wrappers

Using a belly band or full wrapper to advertise your product or service is a sure way to gain visibility.

e-Reader Service

The only publication to provide you with immediate e-mail reader service response.

Inserts

Put your company's product sample, CD-ROM or brochure directly in the hands of our readers by inserting it in the magazine.

List Rentals

Whether you're interested in an industry, function or geographic selection, *Locksmith Ledger International's* qualified list can be customized to your requirements.

Poster

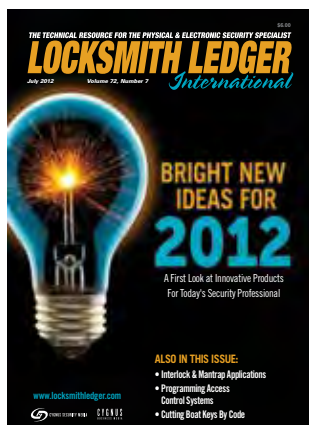
Go BIG with a poster tipped into the magazine. Adhered to the issue with releasable glue, the poster can be removed, unfolded and displayed in your prospect's work environment for a non-stop reminder of your company's capabilities.

Reprints

Using reprints of articles that have featured your products and services is an excellent way to position your company as an expert for a given application or technology. Contact your Sales Manager for pricing and availability.

Cover Strip

Industry leaders need to lead the way. Ask about our cover positions!



Editorial

Locksmith Ledger International provides the detailed informational foundation for today's progressive locksmith/security access professional. While continuing to serve the traditional locksmith, *Locksmith Ledger* is the leader in providing forward thinking editorial and services in the emerging new technologies of Electronics, Access Control and CCTV.

Locksmith Ledger International is the leader in providing cutting edge product information and installation techniques for the Locksmith and Installing Security Access Professional.

Every month, *Locksmith Ledger International* highlights new products as well as their step by step installation process, making it a must read for all security professionals

Locksmith Ledger International covers:

- Access Control
- Automotive
- Door Hardware
- Electronics
- CCTV
- Safes & Safe Locks
- Tools and more

Monthly editorial columns include:

- Sales & Marketing
- News You Can Use
- Electronics ABC's
- Continuing Education



“We use it to stay informed of new technology, and as a learning tool”

— Access Control Manager, Commercial Business

Editorial Calendar

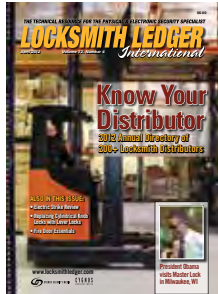
ISSUE	SPACE CLOSING/ MATERIAL DEADLINE	COVER FOCUS	PRODUCT FOCUS	SPECIAL REPORT	TECHNIQUES & INSTALLATIONS	ELE
JANUARY	11/30/2012 12/7/2012	High Security	Electronic Keyed Locks	Keys & Key Machines	Real Life Installations	Aut
FEBRUARY	12/28/2012 1/9/2013	Institutional: ADA Standards For Door Hardware	The Residential Solution: Home Safes/ Pushbutton Locks / Intercoms	Door Inspections	Aluminum Door Repair	
MARCH	1/28/2013 2/8/2013	The Electronic Solution	Wireless Products / Cards & Credentials / Maglocks	Smart Phones: 1 Year Later	Real Life Installations	
APRIL	2/28/2013 3/8/2013	Know Your Distributor	Exit Devices & Alarms	SHDA Report	Key Cutting	Electron
MAY & Automotive Supplement	3/28/2013 4/8/2013	Trends in Electrified Hardware	Gun Safes	Drill Jigs & Tools	Real Life Installations	El
	Locksmith Ledger continues to reach out to the Automotive community with its 7 th Annual Automotive supplement. Automotive Locks year at many automotive					
JUNE & SPRING BIG BOOK	4/26/2013 5/6/2013	The Door Solution	Continuous Hinges / Thresholds / Guard Plates	What's New in Pushbutton Locks	Aluminum Door Installations	
	SPRING BIG BOOK – Reach an audience of over 92,000 ^[1] with the ONLY ALL PRODUCTS Tabloid Supplement in the industry. The Leading Security Don't miss this opportunity to reach your buying					
JULY & Access Control Supplement	5/27/2013 6/7/2013	New Products Review	Padlocks & Accessories	ALOA Report	Safe Moving Techniques	
	The 9th Annual Access Control Supplement will reach over 70,000 subscribers! Locksmith Ledger, Security Dealer & Integrator and Security Technology Executive					
AUGUST	6/28/2013 7/8/2013	The Institutional Solution	Door Closers/ Exit Devices / Holders & Stops	Interchangeable Core Servicing	Real Life Installations	
SEPTEMBER	7/26/2013 8/7/2013	Commercial Security Hardware	Single Door Access Control	Specialty Locks	Electrifying Exit Devices	
OCTOBER	8/26/2013 9/4/2013	The Hospital Solution	Cabinet Locks / Push-Pull Hardware / Anti-Ligature	Rules, Regulations and Codes	Real Life Installations	
NOVEMBER	9/26/2013 10/4/2013	Access Control SPECIAL ISSUE	New Products / Updating Security / Wireless vs Wired	Future Access Control Trends	Installing Security Strikes	Tools fo
DIRECTORY 2014	10/25/2013 11/8/2013	A Year Long Reference Guide For Locksmiths and Security Professionals. Since 1969, this has been the best Industry association & organizations in				
WINTER BIG BOOK	Winter BIG BOOK - Reach an audience of over 92,000 ^[1] with the ONLY ALL PRODUCTS Tabloid Supplement in the industry. The Leading Security Don't miss this opportunity to reach your buying					
DECEMBER	10/31/2013 11/7/2013	Looking Forward: 2014	Service Truck Solutions: Interiors / Invertors / Mobile Payments	Fire Rated Hardware from A to Z	Real Life Installations	The Rig

ELECTRONIC FEATURES	AUTOMOTIVE FEATURES	VALUE ADDED BENEFITS	SPECIAL SECTIONS	SHOWS & BONUS DISTRIBUTION
Automatic Door Openers	What's new in Remotes?	Full page ads receive 1000 e-subscriber names	2012 Editorial Index	
Electronic ABC's	Automotive Essentials			BONUS - NFMT 3/12-14, Baltimore, MD
CCTV Essentials	Transponder Programmers	Free Security showcase with 1/2 page or larger	Security Showcase	NFMT 3/12-14, Baltimore, MD ISC-WEST 4/ 9-12, Las Vegas, NV
Electronic Hardware Conversions	Automotive Essentials	Full page spreads receive 2500 name e-blast	Know Your Distributor Listings	SHDA— 4/30- 5/3 Phoenix, AZ
Electronic Strike News	SPECIAL AUTOMOTIVE SUPPLEMENT	Harvey AD-Q	Safes & Safelocks Showcase	SAVTA 5/6 – 5/11 Govsec 5/13 -15, Washington, DC IFSEC Birmingham, ENGLAND
Everything will be reviewed from all directions and an overall view is provided for our readers. The Automotive Supplement will be distributed throughout the year at all the venues. Don't miss this BONUS opportunity!!!				
Electronic ABC's	Sidewinder Review	Run in both June issue and June issue and Spring Big Book Supplement & receive a FREE 4-page insert		NFPA – 6/10-6/13, Chicago, Illinois ESX – 6/17-6/21, Nashville, TN
Security Group – Locksmith Ledger, Security Dealer & Integrator and Security Technology Executive come together with a comprehensive supplement of ONLY products. This is for current customers as well as perspective customers – your competition wont!				
Delayed Egress	Automotive Essentials	New Products Showcase & Run in both July issue and Access Control Supplement & receive a FREE 4-page insert	Corporate Profiles	ALOA 7/13 – 7/20 Baltimore, MD
We again come together to focus on access Control from all directions. Reach the Locksmith, Institutional Locksmith, Installer, Integrator, Dealer and End User ALL at the same time!				
Electronic ABC's	Advancements in Cloning			
Power Supplies	Automotive Essentials	Free Security showcase with 1/2 page or larger	Security Showcase	ASIS 9/24-27 Chicago, IL GPLA – Philadelphia, PA
Electronic ABC's	Vehicle Opening	Free Hardware showcase with 1/2 page or larger	Door Hardware Showcase	Yankee Security, Sturbridge, MA NFMT, Las Vegas, NV CANASA Toronto, CANADA ILA
For the Electronic Locksmith	Automotive Essentials	Full page ads receive 1000 e-subscriber names & Security Showcase		ISC East, New York, NY
This is the resource for product identification and Manufacturer/Distributor products and locations. Distributed throughout the year to schools, industry leaders, trade shows, and more including: ISC, GOVSEC, SHDA, IACP, NBFAA, ATFA, SIA, NAAA, ALOA, DHI and more				
Security Group – Locksmith Ledger, Security Dealer & Integrator and Security Technology Executive come together with a comprehensive supplement of ONLY products. This is for current customers as well as perspective customers – your competition wont!				
Light Electronics for the Job	Motorcycle Updates	Web Page Capture		

1. Publisher's own data.

2013 Programs

Special Sections with Bonus Distribution



March & November

ISC West (March) and ISC East 2013 (Nov.)

Targets the locksmith, installer, alarm dealer and specifier looking for products and services. Bonus distribution of nearly 2,500 copies at both shows.

April

Know Your Distributor

One of the most informative and highly acclaimed sections of the year. A comprehensive listing of every distributor and supplier in North America. If you are a distributor, this is a must advertise issue.

June & December

Big Book

The Cygnus Security Media Group: *Locksmith Ledger International*, *Security Dealer & Integrator* and *Security Technology Executive* launched the industry's only true Product Tabloid in 2010.

Again, this annual Product Supplement will target over 92,000¹ industry professionals. Sectioned by category you won't want to miss this opportunity. Bonus distribution through-out the year.

May

The 7th Annual "Original" Automotive Supplement

Reach the automotive sector with an industry one-of-a-kind supplement. Complete automotive focus highlights your product in editorial & showcase. Bonus distribution through-out the year. In 2012 an additional 5,000 were distributed.¹

May

Harvey AD-Q

Advertisers (1/2 page or larger) will receive an exclusive FREE Harvey AD-Q study that measures the effectiveness of their advertising campaign.

June

The 9th Annual Access Control Security Supplement

Reach over 92,000¹ subscribers. *Locksmith Ledger*, *Security Technology Executive* and *Security Dealer & Integrator* once again come together to focus on access control. This supplement will be polybagged in all three publications. Don't miss this!

July

Annual Corporate Profile Issue

Highlight your company in a two-page, four-color spread containing your ad message and your company's profile complete with text, corporate logo and photos.



September

ASIS/Security Showcase

Target institutional installers and end users with your showcase product

December

Directory, Security Register 2013/2014

The #1 year-long industry directory reference guide for security professionals. Reach an audience of more than 25,000 paid subscribers and bonus circulation at ISC, ASIS, NFMT, ALOA, DHI, NBFAA and more.¹



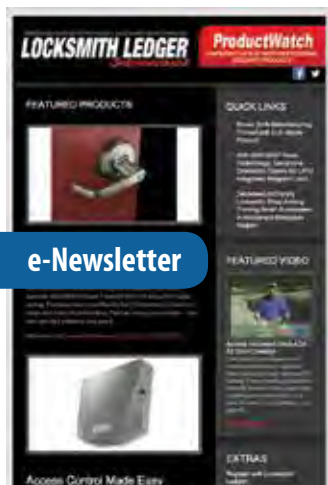
1. Publisher's own data.



The Home Page



Featured Video Page



e-Newsletter

Web presence is VITAL to your brands. LocksmithLedger.com is a progressive, up-to-date website that incorporates news, product showcases, surveys, an online Buyer's Guide and more. An all-new website redesign will keep industry professionals informed and connected like never before with enhanced navigation and social media connections with Facebook, Twitter and LinkedIn, along with an optimized mobile version. New ways for marketers to reach and engage with this influential audience at multiple points during the purchasing process.

Coming off the site as well is a series of opt-in e-newsletters with content geared to their specific audiences¹:

- **Monthly e-newsletter** focused on upcoming magazine issue. 8,219 opt-in recipients. Average open rate 19%, click thru 21%
- **Product Showcase**—Monthly product showcase. 7,937 opt-in recipients. Average open rate 18.5%, click thru 12%
- **Notes from the Editor**—Monthly e-newsletter from Gale Johnson, Editor-in-Chief of *Locksmith Ledger*. 7,878 opt-in recipients. Average open rate over 19%, click thru 10.5%
- **EventWatch**—Monthly e-newsletter featuring upcoming events within the industry. 9,743 opt-in recipients. Average open rate over 17%, click thru 12%
- **e-blast**—News and promotions to targeted audience. 7,800 opt-in recipients. Average open rate 19.89%, click thru 10.13%

The benefits of an interactive ad campaign with LocksmithLedger.com include:

- Increasing your reach and frequency
- Providing immediate and measurable results
- Enabling online surveys for research and product feedback
- Reinforcing your print message
- Directing your customers to a specific location on your website
- Increasing brand awareness

Site Metrics¹

Monthly Page Views: **46,009 Average**

Unique Monthly Visitors: **12,308 Average**

Let Us Help You Reach Your Ideal Audience

LocksmithLedger.com can keep you connected

Display ads: On homepage and interior pages.

Buyers Guide: Searchable guide of products and companies serving the industry. Make sure your product or company shows up at the top when a buyer is looking for a solution.

Product Showcase E-blasts: Buyers are looking for new products. Engage them by showcasing a new product or service.

Customized E-Mail Campaigns: Can work to secure instant purchases and help to increase traffic to your website with links embedded into the page.

Sponsorships: We customize content sections to meet your branding needs. Develop microsites and landing pages to further broaden your marketing message.

Webcasts: Customized content delivered to decision-makers. Great for sales lead generation and are a direct communication path to talk with your prospects live! Both editorially driven webcasts (multiple sponsors) and custom sole sponsored webcasts.

Featured Video: This exciting program promotes and features your video on LocksmithLedger.com, in our eNewsletters, in the Video Library, and on our social media pages. Push/Pull/SEO and social media in a single solution. Ask about our video creation services, if needed.

All marketing programs on LocksmithLedger.com include your receiving reliable, 3rd party reporting on campaign performance, both for on site and outbound programs. You have both peace-of-mind and quantifiable results allowing you to see what's working and what can be expanded.

¹October 2012 P.O.D. Interactive Metrics.

2013 Programs



**NEW
for 2013**

Buyers Guide Express Video

Want leads? Then you need something to generate customer interest. Content is king, but the interface trumps it. Your hot product may be the latest and greatest, with images to prove it, but will that engage customers? Our Buyers Guide Express Video provides a cost-effective method for you to transform your product listings into vibrant video visuals that customers can't help but stop and view.



Print Plus Program

Bring print to life by combining print ads with turnkey product video and watermark technology. Each print ad can be "video enabled" with technology that makes a video immediately viewable with any smartphone device.

Why Partner with LocksmithLedger.com?¹

We asked our audience which products, systems or services they recommend, specify, install or buy.

Access Control Systems.....	45.9%
Automotive & Locksmith Tools.....	52.5%
Business Services / Insurance.....	12.7%
CCTV Systems.....	22.0%
Electrified Door Hardware.....	40.3%
High Security Locks.....	54.1%
Key Cutting Machines.....	51.4%
Keys.....	66.8%
Locks & Door Hardware.....	72.1%
Padlocks.....	59.5%
Safes & Safe Locks.....	44.3%

What actions are our readers taking as a result of viewing online advertising?¹

Went to Website.....	50.5%
Researched Products.....	45.9%
Recommended/Specified Brand.....	18.7%
Requested Sales Materials.....	33.4%
Downloaded Case Study.....	12.3%
Scheduled a Sales Call.....	6%

Social Media

Let us help build your social media footprint through our fast-growing social media brand extensions.



iPad Apps

Custom apps are a great way for manufacturers to showcase content, new products, or custom buyer's guides that companies don't have time to produce. *Locksmith Ledger Digital* can build a targeted app providing a great way to engage your customers on a new digital platform.



¹. Publisher's Reader Survey with confidence interval of 95%.

2013 Rates

Print Advertising Rates

Black & White Rates

	1x	4x	7x	13x	18x	24x
Full Page	\$2,880	\$2,735	\$2,585	\$2,370	\$2,120	\$2,025
2/3 page	\$2,220	\$2,150	\$2,030	\$1,880	\$1,735	\$1,640
1/2 page island	\$1,995	\$1,800	\$1,705	\$1,560	\$1,395	\$1,350
1/2 page	\$1,880	\$1,645	\$1,550	\$1,430	\$1,305	\$1,285
1/3 page	\$1,220	\$1,145	\$1,130	\$975	\$910	\$845
1/4 page	\$1,040	\$970	\$930	\$890	\$805	\$780
1/6 page	\$725	\$660	\$650	\$595	\$540	\$520
1/8 Page	\$596	\$545	\$525	\$475	\$420	\$400
2 Page Spread	\$5,730	\$5,450	\$5,150	\$4,740	\$4,465	\$4,145

Covers

Inside Cover	\$4,340
Inside Back Cover	\$4,230
Back Cover	\$4,475

Color Charges

Four-Color	\$1,170
Four-Color	\$1,830 (2 page spread)
Standard 2-Color	\$430
Matched Color	\$485

Security Marketplace: 1/9th page

	1x	4x	8x	12x
	\$250	\$205	\$180	\$160

Classified Advertising

	1x	4x	8x	12x
Per Column Inch For Monthly Visibility.	\$135	\$125	\$120	\$110

Distributor Index

	1 inch	2 inch
	\$130	\$215

Hot Spot: 1/8th page

	1x	4x	8x	12x
1/8 Page	\$405	\$380	\$355	\$325

Product Showcase in Special Supplements

ASIS • ISC Solutions • ISC West • DHI • ALOA - \$500 Without Advertising, FREE If Advertising. Includes: Product Photograph, Reader Service Number and Product Description

Combination Rates

Receive a multi-volume discount on ads* placed in any of our special supplements when you place an additional ad in the Locksmith Ledger.

See your sales manager for details. * 1/2 page or larger

For Information Concerning Classified, Security Marketplace, Distributor Index, or Hot Spots Rates

Please Contact Erica Finger at (800) 547-7377 x1324, erica.finger@cygnus.com, fax: (920) 328-9014

Digital Advertising Rates

Homepage and Run of Site

Rotating Leaderboard 728 x 90 Primary	\$700
Rotating Leaderboard 728 x 90 Secondary	\$300
Rotating 300 x 250 Primary	\$600
Rotating 300 x 250 Secondary	\$350
Rotating 160 x 600 Skyscraper	\$350
Fixed 120 x 90 Button	\$250

Welcome Page

550 x 480 on Homepage and ROS	\$2,000/month
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Online Buyer's Guide

Tier I: Category Sponsorship	\$4,000/year
Tier II: Sub-Category Sponsorship	\$1,500/year
Featured Company Listing	\$900/year
Buyers Guide Express Video	From \$200 a month

e-Newsletters

EventWatch (Monthly)	\$1,000
Notes from the Editor (Monthly)	\$1,200
ProductWatch (Monthly) – Per Spot	\$500

e-Mail Blasts

Entire list opt-in list	\$1,800
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Webinar

All-inclusive marketing campaign	\$5,000
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Featured Video

	1 month	6 months	12 months
Cost per video	\$300	\$800	\$1,000

Ask about our Bronze, Silver, and Gold Packages.

Wallpaper

	\$2,000/2wk
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Mechanical Requirements

Live Area

Essential elements should be kept 3/8" from outside edges, 1/2" in from the gutter.

PDF is the preferred format for file submission

Careful attention must be paid to the proper creation of PDF files to ensure that they will reproduce correctly.

Accepted native page file formats

InDesign, QuarkXPress, Adobe Illustrator, Macromedia, Freehand 9 and Adobe Photoshop (older versions also may be accepted).

Page file printouts

- Note special instructions directly on your provided laser proof.
- If fifth or spot colors (actual PMS color) are to be used, they should be clearly indicated.

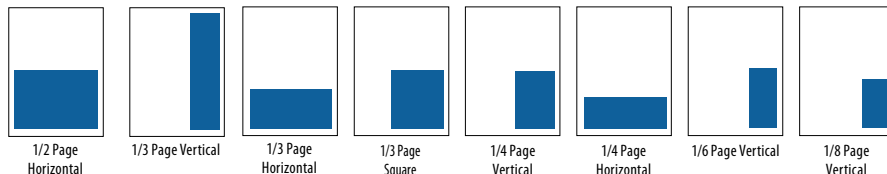
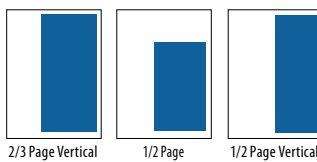
FTP Digital File Transfer

- Go to: <http://webftp.cygnuspub.com>.
- Type in Jane Pothlanski.
- Fill in your name, subject, e-mail address and message.
- Press the browse button to attach a single file or compressed folder from your computer.
- Hit "continue."

Please direct any questions regarding ad materials to:

Jane Pothlanski, Production Manager
3 Huntington Quadrangle, Suite 301N • Melville, NY 11747
Phone: (631) 963-6296 • eFax: (631) 845-2741
jane.pothlanski@cygnus.com

Page Unit	Width	Depth	Bleed	Trim Size
Full Page Spread	14	9.875	16.25 x 11.125	
Full Page	7"	9.875"	8.125 x 11.125"	7.875 x 10.875"
2/3 Page	4.5	9.875		
1/2 Page Island	4.5	7.375		
1/2 Page Vertical	3.375	9.875		
1/2 Page Horizontal	7	4.875		
1/3 Page Vertical	2.125	9.875		
1/3 Page Horizontal	7	3.25		
1/3 Page Square	4.625	4.875		
1/4 Page Vertical	3.375	4.875		
1/4 Page Horizontal	7	2.25		
1/6 Page Vertical	2.125	4.875		
1/8 Page Vertical	2.125	3.625		



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