

2019

PRINT RATES [GROSS]



Rates are based on the number of insertions within a calendar year.

4-COLOR RATES

| FREQUENCY | 1X | 5X | 10X | 20X |
|-----------|--------|--------|--------|--------|
| Full Page | 7,430 | 7,030 | 6,820 | 6,420 |
| 2/3 | 5,940 | 5,640 | 5,480 | 5,260 |
| 1/2 | 4,690 | 4,230 | 4,100 | 3,830 |
| 1/3 | 2,900 | 2,820 | 2,740 | 2,570 |
| Spread | 13,930 | 13,190 | 12,790 | 12,070 |

BLACK & WHITE RATES

| FREQUENCY | 1X | 5X | 10X | 20X |
|-----------|-------|-------|-------|-------|
| Full Page | 5,580 | 5,270 | 5,120 | 4,900 |
| 2/3 | 4,510 | 4,220 | 4,100 | 3,830 |
| 1/2 | 3,450 | 3,180 | 3,080 | 2,850 |
| 1/3 | 2,320 | 2,120 | 2,050 | 1,960 |

COVER RATES

| FREQUENCY | 1X | 5X | 10X | 20X |
|--------------|-------|-------|-------|-------|
| Cover 4 | 9,260 | 9,010 | 8,730 | 8,130 |
| Cover 2 or 3 | 8,350 | 8,100 | 7,850 | 7,360 |

SPOT COLOR RATES

| | |
|------------------------------|-----|
| Black plus one process color | 620 |
| Black plus one matched color | 770 |
| Metallic Inks | 980 |

CONTACT:

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All rates are gross (unless otherwise noted) and subject to change.



Leader's Edge Supplement Ad Specs

File Formats for Print Advertising Materials:

PDF (Portable Document Format) is the required file format for *Leader's Edge* magazine. They must be created as high resolution/press optimized.

TIFF format will be accepted, but print quality is not guaranteed.

PDF REQUIREMENTS:

- ▶ All PDFs must be high resolution/press optimized.
- ▶ Scanned images must be high resolution (between 200 and 400 dpi), CMYK saved as TIFF (no RGB or JPEG graphics).
- ▶ All fonts must be embedded in the PDF and be Type 1 (not Truetype).
- ▶ Double check the exact size of your advertisement.
- ▶ Bleeds must be .125" outside trim for Full Page Bleed and Spread Bleed ads.
- ▶ Turn off any security for the PDF.

PLEASE NOTE: Ads submitted that require additional production time or trouble shooting because of technical problems due to improperly constructed files will incur additional production charges of \$150 per hour, with a \$50 minimum. Ads received past the deadline that require additional production work will incur a 50% surcharge.

PROOFS: All files must be accompanied by a single page, composite color proof. **Otherwise, the publisher is not responsible for color accuracy.** Supplied color guidance proofs need to be —Digital, Press, or Off-press proofs which meet SWOP specifications. Supplied color lasers will be used as a "content guide" only. The magazine can output a proof for an advertiser if one is not supplied but charges (available upon request) will apply.

Advertising Size Specifications

(Size in inches)

| | Width | x | Depth |
|---------------------------|--------|---|--------|
| Trim Size..... | 8.375" | x | 10.25" |
| Safety | 7.625" | x | 9.5" |
| Full Page Non-Bleed | 7.125" | x | 8.875" |
| Full Page Bleed | 8.625" | x | 10.5" |
| Spread Non-Bleed | 15.58" | x | 8.875" |
| Spread Bleed | 17" | x | 10.5" |
| 1/2 Page Vertical | 3.5" | x | 8.875" |
| 1/2 Page Horizontal | 7.125" | x | 4.375" |

Send Digital Ad Materials To:

Leader's Edge Advertising Services
The Council of Insurance Agents & Brokers
701 Pennsylvania Ave., N.W., Suite 750
Washington, D.C. 20004

Attn: Jacquetta Williams

202.662.4308 Direct Line

202.783.4410 Fax

Via email:

Jacquetta.Williams@ciab.com

For other file transfer options, please contact Jacquetta Williams.



Always leading. // Always on the edge.
Adding a whole new dimension to your advertising.