

2011 Display rate card

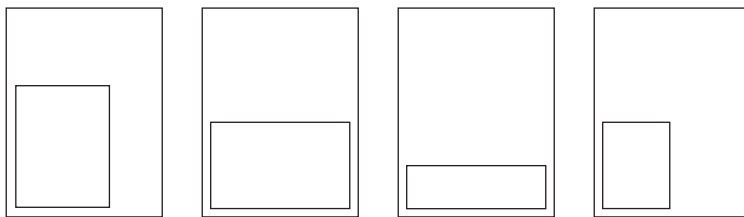
2011 rates including color charges

	1x	3x	6x	12x
Full page	\$11,861	\$11,485	\$10,879	\$10,245
Spread	\$20,379	\$19,683	\$18,958	\$17,662
1/2 island	\$9,997	\$9,600	\$9,111	\$8,554
1/2 page	\$8,852	\$8,511	\$8,114	\$7,472
1/4 page	\$5,373	\$5,247	\$4,962	\$4,684

Issues and closing dates

SC Magazine is published 12 times a year on a monthly cycle. The closing date for advertising space reservation is specified each month on the Editorial Calendar. Any cancellations of advertising space must be submitted to the publisher in writing 60 days prior to the space reservation closing date for the issue in which the advertisement is booked to run.

Fractional ads



1/2 island

1/2 horizontal

1/4 strip

1/4 vertical

Premium position charges* (in addition to full-page rate)

Cover 2	\$4,099
Cover 3	\$3,153
Back cover	\$5,360
Center spread	\$2,775
Opposite TOC	\$1,892
Opposite online contents	\$1,892
Opposite editor's comment	\$1,892
First half guaranteed	\$1,201
First half RHP guaranteed	\$1,562

*Premium positions offered subject to availability

Advertising dimensions

Publication trim size: 7 3/4" W x 10 1/2" H

	Width	Height
Spread (bleed)	15 3/4"	10 3/4"
Spread	15"	10"
Full page (bleed)	8"	10 3/4"
Full page	7 1/4"	10"
1/2 island	4 1/2"	5 13/16"
1/2 horizontal	6 7/8"	4 1/8"
1/4 strip	6 7/8"	2 1/8"
1/4 vertical	3 1/4"	4 1/8"

Materials

Advertising materials are required no later than two days after closing date for space reservation, and should be sent to Krassi Varbanov, 114 West 26th Street, 4th Floor, New York, NY 10001 or emailed to krassi.varbanov@haymarketmedia.com.

Contacts

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