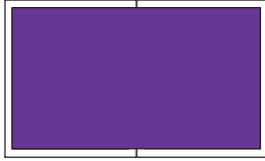


DDi 2012 Ad Rates

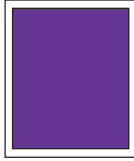


Non-Bleed sizes:



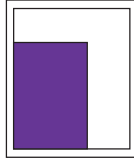
Spread

17-1/2" x 10-3/8" (gutter bleed only)



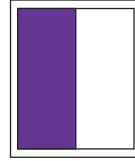
Full page

8-1/2" x 10 3/8"



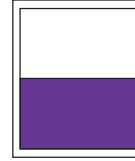
1/2-island

5-1/2" x 7-9/16"



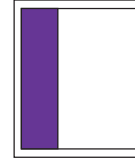
1/2-vert.

4-3/16" x 10"



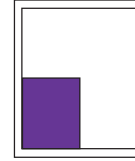
1/2-horiz.

7-7/8" x 4-7/8"



1/3-vert.

2-1/2" x 10"



1/4 page

4-3/16" x 4-7/8"

Bleed sizes:

Spread

18-1/4" x 11-1/8"

Full page

9-1/4" x 11-1/8"

1/2-island

6" x 8-1/4"

1/2-vert.

4-9/16" x 11-1/8"

1/2-horiz.

9-1/4" x 5-1/2"

1/3-vert.

3" x 11-1/8"

1/4 page

—

Display four-color process — GROSS RATES

Number of units used within 12 months from date of first insertion in contract period determines frequency rate.

Publication trim size: 9" width x 10-7/8" height

Web offset; cover paper stock: 100 lb.;
body paper stock: 47 lb.

Live matter should be 3/8" from trim. Allow 1/8" safety in gutter for spreads.

4/C	1x	4x	7x	12x
Spread	\$17,010	\$15,540	\$14,950	\$13,640
Full page	9,990	9,150	8,800	8,020
1/2-page	8,440	7,790	7,420	6,830
1/3-page	6,510	6,080	5,810	5,230
1/4-page	5,890	5,540	5,260	4,780

AD SIZE	Live Area (in inches) (width x depth)	Trim (in inches) (width x depth)	Bleed (in inches) (width x depth)
Spread	17-1/2" x 10-3/8"	18" x 10-7/8"	18-1/4" x 11-1/8"
Full Page	8-1/2" x 10-3/8"	9" x 10-7/8"	9-1/4" x 11-1/8"
1/2 Page Island	5-1/2" x 7-9/16"	5-3/4" x 8-1/16"	6" x 8-1/4"
1/2 Page Vertical	4-3/16" x 10"	4-7/16" x 10-7/8"	4-9/16" x 11-1/8"
1/2 Page Horizontal	7-7/8" x 4-7/8"	9" x 5-1/4"	9-1/4" x 5-1/2"
1/3 Page Vertical	2-1/2" x 10"	2-3/4" x 10-7/8"	3" x 11-1/8"
1/4 Page Square	4-3/16" x 4-7/8"	—	—

Inserts

Size	Pre-trim	Final Trim
Tip-in	8-5/8" x 11-1/8"	8-5/8" x 10-7/8"
Bind-in	9-1/4" x 11-1/8"	9" x 10-7/8"

Black & white rates

Subtract 12% from four-color gross rate.
Contact your DDI representative for Standard 4A Color rates and Matched Color rates.

Cover rates

Extra charge on space and color rates:

Second cover (inside front)	additional 10%
Third cover (inside back)	additional 10%
Fourth cover (outside back)	additional 15%

Bleed ads

No additional charge for bleed ads.

Inserts

For insert pricing, contact Publisher.

Preferred or specified positions

10% extra on space and color.
Cancelable (in writing only) with 90-days notice.

Agency commission

15% of gross billing to recognized agencies on the following charges only: display space, color and position.

Other opportunities

- GlobalShop Exhibit Space
- GlobalShop Preview listing and preview pages, if you rent space for 2012
- Forum Sponsorship
- Utilize list rental to reach customers*
 - 21,500 Postal Addresses
 - 20,545 Phone Numbers
 - 21,500 Email Addresses
- Inquire about our Data Modeling Program

Custom reprints

Custom reprints of materials in DDI are available through The YGS Group.

Angie VanGorder
The YGS Group
Attn: Reprint Division
3650 W. Market Street
York, PA 17404

Phone: (800) 501-9571 ext.176

E-mail: angie.vangorder@theygsgroup.com

DDi 2012 Ad Rates



Digital Advertising Specifications

Ad materials are to be supplied as digital files in the preferred **PDF/X-1a:2001** format.

To match the color expectations of our advertisers, Nielsen requires the PDF/X-1a:2001 file format and a SWOP proof for each ad submitted. Advertiser/agency accepts full responsibility for reproduction variations between the digital file and the printed image for ads submitted in non-preferred formats. Non-adherence to the preferred format may necessitate production fees. Nielsen is not responsible for making corrections to supplied files.

Customer-supplied digital files and SWOP proofs will be retained for up to three months following publication date and then destroyed unless otherwise requested in writing.

PDF/X-1a:2001 File Preparation

Adherence to the following guidelines in application file preparation will aid in successful file conversion:

- Create ad layouts in a professional desktop publishing program such as Adobe InDesign® or QuarkXPress™.
- Create one PDF/X-1a file per ad or ad page; spread ads may be submitted as a single file.
- Orientation: Set native application files in portrait mode at 100% with no rotations.
- **Color: Define all colors as CMYK process.** Unintended spot color and or Pantone colors must be converted to CMYK process. RGB, LAB and ICC based colors are not allowed. Black & white images should be saved as single channel black only before placing them into the page. Nested grayscale or nested single channel black may become 4/C when printed. Delete any unused colors.
- **Images:** Must be high resolution SWOP-compliant with a **resolution of 300 dpi for CMYK** and 1200 dpi for black & white images. OPI selections should be turned off. Do not nest EPS files within other EPS files. Save images in TIFF or EPS format, with no embedded color management profiles.
- Total area density for color images should not exceed SWOP standard of 300%.
- All ads must be created to bleed specification with crops (printer marks) set at trim dimensions and placed outside the bleed area. **Bleed must extend 1/8" beyond trim. Keep live matter a minimum of 3/8" from trim edge.**
- **Type:** Fonts must be embedded. Use Postscript Type 1, Open Type or TrueType fonts only. Text containing thin lines, serifs or small lettering should be restricted to one color.
- Layers within the document file must be flattened. **Opacity:** All objects, artwork or effects in the document should be set at a maximum of 99% before flattening layers.
- Generation of acceptable PDF/X-1a:2001 files is done by the output of a Postscript file (.ps) which is then distilled

through Adobe Acrobat Distiller using the PDF/X-1a setting to avoid font, transparency and layering issues. It is recommended that the PDF file be certified PDF/X-1a:2001 using a PDF preflight utility like Adobe Acrobat Professional (version 6 or higher) or Enfocus PitStop.

- Direct export option out of Adobe InDesign® CS3 or later and/or QuarkXPress™ 7.0 or later can be utilized as long as the PDF/X-1a:2001 setting is used.

Proofing Requirements

A SWOP certified proof is required for all color ads. Proofs must be representative of the supplied file at actual size and display a printer's color control bar. Alternative proofing formats will be used for content only. Visit www.swop.org for a complete list of current certified proofing options. When calling for spot color (Pantone) usage on press, clearly indicate such on the supplied proof.

Ad Submissions

Submit PDF/X-1a:2001 advertising materials through our ad portal at www.nielsenadservices.com.

- 1) **Enter user name:** NBM_DDI for DDI
 - 2) **Enter password:** NBMuser01 (case sensitive)
 - 3) **Complete the job ticket and attach your PDF/X1-a:2001 file(s) and hit the Send button.**
- Please allow for file(s) to complete processing.
 - Provide a SWOP proof along with the insertion order and ship to production contact.
 - **File naming:** Publication abbreviation, issue date and ad name.
-Example: DDI_Feb02_KraftFoods.pdf
-Do not exceed 50 characters in the naming convention.
-When sending a revised file, include _REV at the end of the file name and contact the production manager to alert of the revised submission.
-Example: DDI_Feb02_KraftFoods_REV.pdf

Files may also be provided via CD or DVD in Macintosh format: Enclose a copy of the insertion order and label the media with the following: Magazine name, issue date, advertiser, agency name, contact name and phone and file name/number. We do not return CDs.

E-mailed ad submissions are NOT acceptable.

More info.

For more information regarding these specifications or shipping address, contact Production Director Nan McDowell at (770) 291-5480 or nan.mcdowell@nielsen.com.

Shipping Address:

Nan McDowell
1145 Sanctuary Pkwy., Ste. 450
Alpharetta, GA 30009-4772

DDi 2012 Ad Rates



SPECIALTY ADVERTISING

Classifieds

Rates ¹	1x	4x	7x	12x
1/2 column-inch	\$160	\$155	\$150	\$145
1 column-inch	295	290	280	270
1/4 page	2,790	2,730	2,660	2,550
1/3 page	3,700	3,600	3,500	3,400
1/2 page	5,560	5,470	5,330	5,100
Full page	9,360	9,120	8,700	8,660

Rates include four-color at no additional charge. Rates for Classified display ads (1/4-page or larger) are commissionable. **One column is 1-7/8" wide; two columns are 3-7/8" wide; three columns are 6" wide; four columns are 8" wide. Multiply the number of columns by the depth of the ad to determine the size.** You can maintain a frequency discount while submitting new material for each issue. All classifieds must be pre-paid. Materials submitted must be in digital format (300 dpi) with laser print, ready for publication.

Showcase

You don't have to have a big advertising budget to send a big sales message to your prospects. The Showcase section offers four-color advertising in a range of high-impact sizes—at prices you can afford. Plus, your ad receives a reader service number to track leads.

Rates ¹	1x	4x	7x	12x
1/8 page	\$1,280	\$1,205	\$1,150	\$1,060
1/4 page	2,545	2,410	2,300	2,120
1/2 page	5,560	5,470	5,325	5,100

Specs

1/8 page (vertical):	1-7/8" x 4-1/2"
1/8 page (horizontal):	3-7/8" x 2-1/8"
1/4 page (square):	3-7/8" x 4-1/2"
1/2 page (horizontal):	7-7/8" x 4-1/2"
1/2 page (vertical):	3-7/8" x 9-1/4"
1/3 page (vertical):	2-3/4" x 9-1/4"
1/3 page (horizontal):	7-7/8" x 2-1/2"

GlobalShop Directory and Show Daily

Reach GlobalShop attendees with ads in the official Show Directory and Show Dailies—available only through DDI.

Daily Rates¹ (for all three days of show)

Full page	\$3,990
1/2 page horizontal	\$2,420
1/6 page	\$990

Directory Rates ¹	DDI Advertisers	Non-Advertisers
4-color page	\$2,895	\$3,095
4-color spread	\$4,240	\$4,550

¹ Specialty Advertising rates are net and non-commissionable, with the exception of Classified display ads (1/4-page or larger).

For more details on Specialty Advertising, contact Diane Kennedy:
t: (800) 241-9034 ext. 5519 or (770) 291-5519
e: dkennedy@ddimagazine.com.

Digital Edition

File format: Nxtbook Media requires electronic files to be in PDF format. If documents are currently in PostScript files, convert to PDF format using Acrobat Distiller 4.0 (or greater) with all fonts embedded (text & image PDF).

- The preferred output resolution of the PDFs is 150 dpi, print ready quality.
- Supply the PDF compiled as single pages, if not compiled, page numbers must be indicated on file name.
- Prefer pages cropped to trim. If they cannot be cropped, need crop marks to be at the same location on each page.
- All pages need to be the same width and height (except for special pages such as gatefolds, belly bands, etc.).
- Any gatefolds, cover wraps, bind-ins or bellybands clearly indicated.
- Please do not use any fonts that have a custom encoding.
- Please convert any ligatures into their proper letters before sending files.

Delivery of Materials

Materials provided on disk: If delivering files on disk, please send to address below.

Submit materials to:

Nan McDowell
1145 Sanctuary Pkwy., Ste 450
Alpharetta, GA 30009-4772
Phone: (770) 291-5480
E-mail: nan.mcdowell@nielsen.com

Materials provided via ftp: Materials must be compressed using Zip or Stuffit technology. You may use our ftp site to place your compressed pdf files.

1. Name the file starting with DDI, issue date, followed by the Advertiser name. For example: DDI_110109_AmericanApparel.
2. If on a Mac, please use FTP software such as Fetch or Transmit. If using Windows, please type in the Host URL below and go from there.

Host URL: ftp.production.nielsenbusinessmedia.com

User: NBM_DDI

Password: NBMuser01 (case sensitive)

OR, go to www.nielsenadservices.com and follow the instructions.