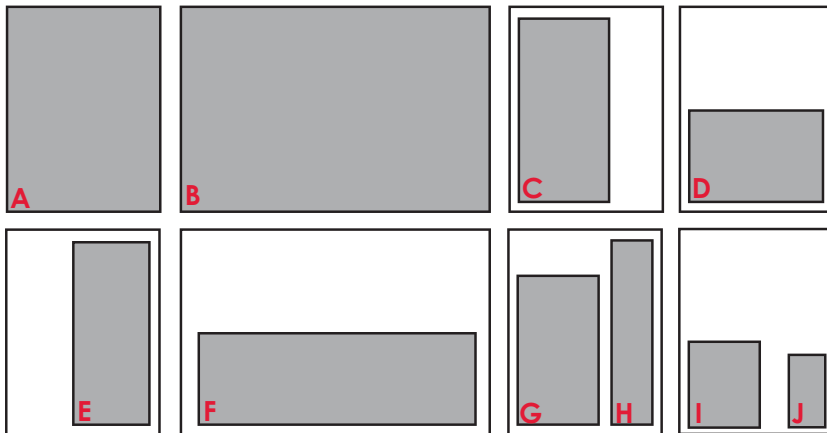


All rates displayed are gross

	1X	3X	7X	13X	18X	26X	39X	52X
PAGE	6770	6565	6430	6090	5955	5750	5410	5080
2/3	5410	5255	5145	4870	4760	4610	4335	4060
1/2	4400	4270	4180	3960	3870	3740	3520	3300
1/3	2830	2755	2690	2545	2490	2405	2275	2125
1/6	1495	1445	1415	1340	1315	1265	1195	1120
COVER 2	10895	10555	10325	9805	9590	9240	8735	8160
COVER 3	9985	9700	9470	9020	8790	8505	7990	7470
COVER 4	11360	11015	10785	10215	9985	9645	9075	8505

SIZE (w x d)	NON-BLEED	BLEED	TRIM
A FULL PAGE	7" X 9 3/4"	8 1/8" X 10 3/4"	7 7/8" X 10 1/2"
B SPREAD	15" X 9 3/4"	16 1/8" X 10 3/4"	15 3/4" X 10 1/2"
C 2/3-PAGE VERTICAL	4 7/16" X 9 3/4"	N/A	
D 1/2-PAGE HORIZONTAL	6 3/4" X 4 3/4"	8 1/8" X 5 3/8"	7 7/8" X 5 1/4"
E 1/2-PAGE VERTICAL	3 1/2" X 9 3/4"	4 X 10 3/4"	3 3/8" X 10 1/2"
F 1/2-PAGE SPREAD	15" X 4 3/4"	16 1/8" X 5 3/8"	15 3/4" X 5 1/4"
G 1/2-PAGE ISLAND	4 7/16" X 7 1/4"	N/A	N/A
H 1/3-PAGE VERTICAL	2 1/8" X 9 3/4"	2 3/4" X 10 3/4"	2 5/8" X 10 1/2"
I 1/3-PAGE SQUARE	4 7/16" X 4 3/4"	5 1/8" X 5 3/8"	5 X 5 1/8"
J 1/6-PAGE VERTICAL	2 1/8" X 4 3/4"	N/A	N/A



Issuance and Closing Dates

- Publishers Weekly is dated Monday.
- Closing date for space reservations*: 2pm EST, Thursday, 11 days preceding the cover date.
- Closing date for materials*: Monday, 7 days preceding cover date.
- Closing dates are one week earlier for international advertisers.
- 50% penalty for ads cancelled after closing date.

Contact the Production Manager with any extension requests.

*Exceptions: Non-U.S. advertisers, perfect-bound issues and supplements. See the attached editorial calendar for dates.

Commission and Payment Policies

- AGENCY COMMISSION:** 15% gross billing allowed to recognized advertising agencies on space, color, and position. All production charges and binding charges are non-commissionable.
- CASH DISCOUNT:** None.
- PAYMENT:** Payment with initial order is required from first-time advertiser or agencies. All other accounts payable within 230 days from date of invoice.
- Failure to provide materials for reserved space will result in 50% penalty.

Color Rates

PAGE	2-Color add \$1,110	4-Color add \$2,230
FRACTIONAL	add \$560	add \$1,110

Special Color Rates

Metallic	add \$1,070
Matched	add \$535

Special Positions

PAGE 1	add 15%
OPPOSITE TOC	add 15%
OPPOSITE FOREWORD	add 15%
GUARANTEED POSITION	add 10%

Multiple Page Discounts

Page - Table	Discount
2-3	5%
4-5	10%
6-7	15%
8-11	20%
12+	25%

(MPD are taken from B&W earned rate prior to color surcharge or other premiums).

Frequency Rates

Rates earned based on the number of insertions within a 12-month period.

Front cover Package Rates

Consult your sales representative. Cancelling or changing the issue date within 30 days of closing date will result in a penalty charge of \$5000.

Hard Cover Paper Stock Option

Additional \$3000 premium to upgrade cover paper to a 7pt stock. Standard paper stock is 100#. Option available for hard cover packages only.

Insert Rates

Consult your sales representative.

Bleed Rates

No additional charge

All cancellations must be in writing. Any cancellations submitted after deadline will result in a penalty fee.