



## 2010 Advertising Rates

### Display Ads

2010 Rate Card Number 25, Effective January 1, 2010

B&W gross rates

	1x	6x	12x	18x	24x
Full page	\$49,355	\$47,895	\$45,890	\$44,270	\$41,615
2/3 page	\$39,484	\$38,316	\$36,712	\$35,416	\$33,292
1/2 page	\$32,081	\$31,132	\$29,829	\$28,776	\$27,050
1/3 page	\$24,678	\$23,948	\$22,945	\$22,135	\$20,808

### 2010 Cover Rates (includes four-color)

	1x	6x	12x	18x	24x
Second	\$70,365	\$68,650	\$66,108	\$63,580	\$60,185
Third	\$63,305	\$61,780	\$59,498	\$57,205	\$54,160
Back	\$74,055	\$72,255	\$69,589	\$66,920	\$63,350

### 2010 Color Rates

Four-Color Process.....	\$11,070
Matched (PMS) Color.....	\$7,985

### Multiple Page Discount Program

Pages per Issue	Multiple
4-5 pages.....	5%
6-7 pages.....	10%
8-9 pages.....	15%
10+ pages.....	20%

Rates are subject to change.  
All invoices are due upon receipt.

### Premium Positions

Center Spread.....	15% premium
Pages: First, second and third available right-hand pages.....	10% premium
Spreads: First, second and third available spreads.....	10% premium
All Other.....	10% premium

For more information contact your Network World sales executive ([www.networkworld.com/media/salesContacts.html](http://www.networkworld.com/media/salesContacts.html)) or Andrea D'Amato, VP Sales & Publisher: [adamato@nww.com](mailto:adamato@nww.com) or 508-766-5455.



## 2010 Advertising Rates

### MarketPlace/Emerging Markets Ads

#### 2010 Formatted Four-Color Rates, Effective January 1, 2010 gross rates

	1x	6x	12x	18x	24x
Full page	\$20,720	\$16,448	\$14,690	\$13,975	\$12,910
1/2 page	\$11,400	\$9,062	\$8,090	\$7,695	\$7,090
1/4 page	\$6,215	\$4,956	\$4,400	\$4,195	\$3,880
1/8 page	\$5,155	\$3,885	\$3,340	\$3,135	\$2,815

#### Ad Starter Program – gross rates

Full four-color page.....	\$9,025
Half four-color page.....	\$8,420

#### Newsletter Teaser Program – gross rate

Half four-color page.....	\$8,365
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#### In Their Words – gross rate

One third ad unit.....	\$6,880
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#### Discounts

- 15% commission for the submission of complete materials.

#### Frequency

- Frequency earned for four-color formatted ads may only be applied toward additional four-color formatted ads.

#### Added Incentives

- See your sales rep for special packages containing a complimentary Harvey Study – reader feedback and verbatim comments regarding your advertisement in *Network World*.

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# Terms & Conditions

## (applies to all advertising)

1. Terms on all invoices are net due upon receipt.
2. A 15% commission is paid to recognized agencies on space charges, including premiums for position or color. No commissions will be paid on invoices not paid within 90 days.
3. Advertisers will receive a rebate if the space they place during the contract period warrants a lower rate than what they have been billed. Advertisers will be short rated if they do not use the space on which their billings have been based during the contract period.
4. In the event of nonpayment, the publisher reserves the right to hold the advertiser and/or its advertising agency jointly and severally liable for such monies as are due and payable to the publisher.
5. All advertising copy is subject to publisher's approval. All advertisements are accepted and priced by the publisher upon the representation that the agency and advertiser are authorized to publish the entire contents and subject matter thereof. In consideration of the publisher's acceptance of such advertisements for publication, the agency and advertiser will indemnify and save the publisher harmless from and against any loss or expense arising out of publication of such advertisements, including, without limitation, those resulting from claims or suits for liable, violations of rights of privacy, plagiarism and copyright infringement.
6. The publisher is not liable for delays in delivery and/or non-delivery in the event of an Act of God, action by any governmental entity, fire, flood, earthquake, insurrection, terrorism, riot, explosion, embargo strikes (whether legal or illegal), labor or materials shortage, transportation interruption of any kind, work slowdown, or any condition beyond the control of the publisher affecting production or delivery in any manner.
7. Additional regulations available on request, or they can be found in Standard Rate and Data.
8. No conditions, printed or otherwise, appearing on the space order, billing instructions or copy instructions that conflict with these policies will be binding on the publisher.
9. The publisher reserves the right to make policy changes (such as regulations, sizes, formats and so on) at any time.
10. Notwithstanding anything to the contrary in the Contract and Copy Regulations of the Publisher, Terms and Conditions of the Publisher or in any space order, billing instruction, copy instruction or any other instruction or agreement, there are no premium items granted by the publisher, including but not limited to, merchandising credits, premium positioning, exclusivity, and competitive separation, unless specifically agreed to by the Publisher in a document signed by an authorized representative of the publisher for the particular ad being submitted. If the publisher grants a premium in a signed agreement or insertion order with the advertiser it is for only that signed agreement or insertion order and will not apply to any other agreement or insertion order.

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