

# print ad rates

## LAPTOP MAGAZINE AND SPECIAL ISSUES

EFFECTIVE JANUARY 2011 PUBLISHED 12X A YEAR + AN ANNUAL GADGET GIFT GUIDE

### RUN OF BOOK

	Full Pg	2/3	1/2	1/3	1/4	1/6
1x	\$12,375	\$10,000	\$8,110	\$6,405	\$5,510	\$4,300
3x	\$12,000	\$9,730	\$7,880	\$6,250	\$5,390	\$4,240
6x	\$9,281	\$7,425	\$6,033	\$4,826	\$4,176	\$3,248
12x	\$8,662	\$6,929	\$5,630	\$4,504	\$3,898	\$3,032
24x	\$8,043	\$6,434	\$5,230	\$4,182	\$3,619	\$2,815

### COVERS

Covers are available on a contract basis only, and are noncancelable.

Cover 2*	15%
Cover 3*	15%
Cover 4	25%
Page 1	15%

\*Single Page Cover Rates apply only if the configuration is offered by the Publisher.

### PREFERRED POSITION

Special inside positions (e.g., pages opposite contents and/or masthead) may be reserved at a premium of 15% over the earned or contracted rate.

### SPECIAL CONFIGURATIONS

Call the Advertising Department for availability, rates, and requirements for:

- Cover Gatefolds
- Barndoor Front Covers
- Cover Wraps
- Cover Bursts
- Belly Bands
- Inserts
- Reply Cards



### CONTRACTS

A contract will extend one calendar year from the date of the first insertion, and is based upon the number of insertions placed in that year. Should an advertiser fail to place the contracted number of insertions in a given year, that advertiser will be short-rated to the earned discount level.

### COMMISSIONS, DISCOUNTS, AND TERMS

An agency commission of 15% will be allowed to recognized advertising agencies. Net amount due 30 days from invoice date.

Frequency, agency, and all other discounts void 45 days after invoice date.

### GENERAL POLICIES

The publisher reserves the right to reject or cancel any advertisement any time before publication date.

Conditions appearing on contracts, orders, or copy instructions that conflict with the publisher's policies will not be binding.

The publisher assumes no liability for errors on key numbers or in the Advertising Index.

The publisher is not responsible for failure to publish or to circulate all or part of any issue or issues due to work stoppages, accidents, fires, acts of God, or any other circumstances outside the publisher's control.

### INDEMNIFICATION

Advertisers and advertising agencies agree to indemnify the publisher against any and all claims arising from the publication of ads inserted in LAPTOP: The Pulse of Mobile Tech and in Special Issues, and/or run on laptopmag.com.