



A Publication of Seven Mountains Scientific Inc.
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2011 ADVERTISING RATES

Effective with January/February Issue

ENR, Electromagnetic News Report began in 1972 and is the oldest commercial publication in the electromagnetic compatibility (EMC) field. This paid-subscription bimonthly technical journal features industry news, technical articles, new products, new publications, and a calendar of events. Its readers are a targeted audience of managers and engineers in the U.S. and overseas.

SPACE RATES	Full Page	1/2 Page	1/3 Page	1/4 Page
Six Times	\$570 ea.	\$390 ea.	\$250 ea.	\$220 ea.
Three Times	\$735 ea.	\$515 ea.	\$345 ea.	\$250 ea.
One Time	\$1,460	\$1,000	\$645	\$495

COVERS (Full page color only, Six times only)	
Cover 4	\$745 ea.
Cover 2 or 3	\$670 ea.

OTHER SPECIAL POSITION (Any size ad.)
Add 15% to space rates; color is extra.

COLOR CHARGES	(Add to space rates, per insertion; advertiser must supply a match print.)			
	Full-page: \$600	1/2: \$355	1/3: \$235	1/4: \$180

ADD ONLINE ADVERTISING

20% of your print ad rate for an equivalent presence in our online edition. See enclosed sheet for more details.

INSERTS

\$470 to \$770 for inserting 1,000 pre-printed brochures, flyers, or application notes into 1,000 *ENRs*.
Rate depends on weight and size.

DISCOUNTS

15% off space and color rates to recognized advertising agencies.
2% pre-payment discount if paid annually no later than copy deadline date for first ad.

SPECIFICATIONS

ENR is based on a two-column grid, and is printed on a sheet-fed offset press. Our printer requires a press-ready (high-resolution) computer file in PC- or Mac-based in Quark, PageMaker, Illustrator, Freehand or Indesign saved as a TIF, EPS, or PDF file.

DISPLAY AD SIZES

Trim size	8-1/2 wide x 11 high
Full-page bleed (requires 1/8" all 4 sides)	8-3/4 x 11-1/4
1/2-page horizontal	7-1/4 x 4-3/4
1/2-page island	4-3/4 x 7-1/4
1/2-page vertical	3-1/2 x 9-3/4
1/3-page square	4-3/4 x 4-3/4
1/4-page	3-1/2 x 4-3/4

(All measurements are given in inches.)

CLOSING DATES:	Space	Copy
January/February	Dec. 10	Dec. 17
March/April	Jan. 17	Feb. 1
May/June	Mar. 15	Apr. 1
July/August	May 16	June 1
September/October	July 15	Aug. 1
November/December	Sep. 15	Oct. 3