



**A Publication of Seven Mountains Scientific Inc.**  
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## 2011 ADVERTISING RATES

Effective with January Issue

Started in 1965, *Advanced Battery Technology (ABT)* is a highly targeted, paid-subscription monthly publication for the international battery industry. Regular features include: industry changes and advances; battery and fuel cell patents; news and photos of people in the battery business; marketing news; product news; R&D activities; upcoming meetings and conventions; book reviews; electric vehicle updates; personnel changes; meeting reports; and technical articles.

<b>SPACE RATES</b>	<b>Full-Page</b>	<b>1/2-Page</b>	<b>1/4-Page</b>
7-12 Times	\$770 ea.	\$505 ea.	\$330 ea.
3-6 Times	\$870 ea.	\$570 ea.	\$370 ea.
1-2 Times	\$995 ea.	\$665 ea.	\$420 ea.

<b>COVERS</b> (Full-page only, 12 times only, color only)	<b>OTHER SPECIAL POSITIONS</b> (Any size ad.)
Cover 4	\$940 ea. plus color
Cover 2 or 3	\$850 ea. plus color
	Add 15% to space rates; color is extra.

<b>COLOR CHARGES</b> (Add to space rates, per insertion. Advertiser must supply a color proof.)	Full-page: \$330	1/2-Page: \$200	1/4-Page: \$130
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### ADD ONLINE ADVERTISING

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

### INSERTS

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

### DISCOUNTS

15% to recognized advertising agencies.  
 2% pre-payment discount if paid no later than copy deadline date for the first ad.

### SPECIFICATIONS

*ABT* uses a two-column grid and is printed on a sheet-fed press. Our printer requires a press-ready (high-resolution) PDF or TIF computer file in PC- or Mac-based Quark, PageMaker, Illustrator, Photo Shop, InDesign, etc.

### DISPLAY AD SIZES

	(All measurements are given in inches.)
Trim size	8-1/2 wide x 11 high
Full-page bleed (requires extra 1/8" all 4 sides)	8-3/4 x 11-1/4
Full-page image area	7-1/4 x 10
1/2-page horizontal	7-1/4 x 4-1/2
1/2-page vertical	3-1/2 x 9
1/4-page	3-1/2 x 4-1/2

### CLOSING DATES

<b>Issues</b>	<b>Space</b>	<b>Copy</b>	<b>Issues</b>	<b>Space</b>	<b>Copy</b>
January	Nov. 24	Dec. 3	July	June 1	June 8
February	Jan. 3	Jan. 10	August	July 1	July 8
March	Feb. 1	Feb. 8	September	Aug. 1	Aug 8
April	Mar. 1	Mar. 8	October	Sep. 1	Sep. 8
May	Apr. 1	Apr. 8	November	Oct. 3	Oct. 10
June	May 2	May 9	December	Nov. 1	Nov. 8