



2009

Display rate card

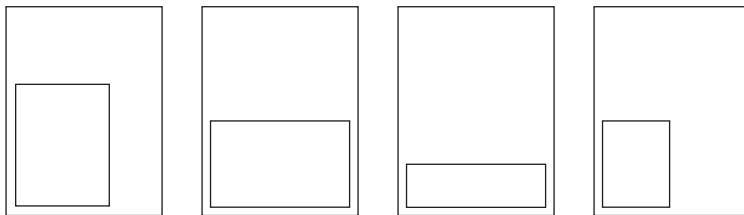
2009 rates including color charges

| | 1x | 3x | 6x | 12x |
|-------------------|----------|----------|----------|----------|
| Full page | \$11,083 | \$10,734 | \$10,175 | \$9,497 |
| Spread | \$19,272 | \$18,628 | \$17,958 | \$16,760 |
| 1/2 island | \$9,358 | \$8,991 | \$8,540 | \$8,024 |
| 1/2 page | \$8,299 | \$8,016 | \$7,617 | \$7,025 |
| 1/4 page | \$5,147 | \$5,030 | \$4,767 | \$4,509 |

Issues and closing dates

SC Magazine is published 12 times a year on a monthly cycle. The closing date for advertising space reservation is specified each month on the Editorial Calendar. Any cancellations of advertising space must be submitted to the publisher in writing 60 days prior to the space reservation closing date for the issue in which the advertisement is booked to run.

Fractional ads



1/2 island 1/2 horizontal 1/4 strip 1/4 vertical

Premium position charges* (in addition to full-page rate)

| | |
|--|---------|
| Cover 2 | \$3,941 |
| Cover 3 | \$3,032 |
| Back cover | \$5,154 |
| Center spread | \$2,668 |
| Opposite TOC | \$2,000 |
| Opposite online contents | \$2,000 |
| Opposite editor's comment | \$2,000 |
| First half guaranteed | \$1,400 |
| First half RHP guaranteed | \$1,800 |

*Premium positions offered subject to availability

Advertising dimensions

Publication trim size: 8 1/8" W x 10 7/8" H

| | Width | Height |
|--------------------------|---------|---------|
| Spread (bleed) | 16 1/2" | 11 1/8" |
| Spread | 15 3/8" | 9 3/8" |
| Full page (bleed) | 8 3/8" | 11 1/8" |
| Full page | 7 1/4" | 9 3/8" |
| 1/2 island | 4 7/8" | 6 1/3" |
| 1/2 horizontal | 7 1/4" | 4 1/2" |
| 1/4 strip | 7 1/4" | 2 1/4" |
| 1/4 vertical | 3 1/2" | 4 1/2" |

Materials

Advertising materials are required no later than two days after closing date for space reservation, and should be sent to Krassi Varbanov, 114 West 26th Street, 4th Floor, New York, NY 10001 or emailed to krassi.varbanov@haymarketmedia.com.

Contacts

| | |
|--|--|
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