



2009

Display rate card

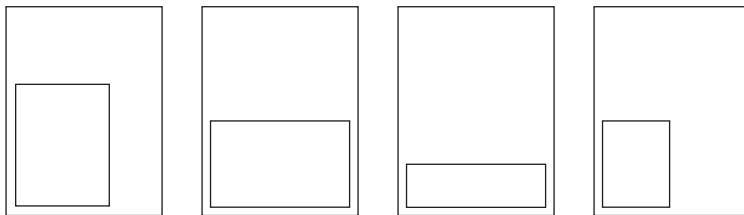
2009 rates including color charges

	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: 7 3/4" W x 10 1/2" H

	Width	Height
Spread (bleed)	15 3/4"	10 3/4"
Spread	15"	10"
Full page (bleed)	8"	10 3/4"
Full page	7 1/4"	10"
1/2 island	4 1/2"	5 13/16"
1/2 horizontal	6 7/8"	4 1/8"
1/4 strip	6 7/8"	2 1/8"
1/4 vertical	3 1/4"	4 1/8"

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

Associate Publisher, VP of sales	Gill Torren 646.638.6008 gill.torren@haymarketmedia.com
Eastern Region Sales	Mike Shemesh 646.638.6016 mike.shemesh@haymarketmedia.com David Furr 646.638.6086 david.furr@haymarketmedia.com
Western Region Sales	Matthew Allington 415.346.6460 matthew.allington@haymarketmedia.com Brittany Thompson 646.638.6152 brittany.thompson@haymarketmedia.com
Sales & Editorial Coordinator	Katy Wong 646.638.6104 katy.wong@haymarketmedia.com
Production contact	Krassi Varbanov 646.638.6018 krassi.varbanov@haymarketmedia.com