

4 Color Rates

	1x	3x	6x	9x	12x
FP	\$1,837	\$1,768	\$1,702	\$1,637	\$1,579
2/3	\$1,395	\$1,348	\$1,310	\$1,261	\$1,222
1/2	\$1,158	\$1,123	\$1,093	\$1,057	\$1,028
1/3	\$931	\$909	\$882	\$864	\$842
1/4	\$814	\$793	\$779	\$758	\$748
1/6	\$708	\$687	\$674	\$664	\$656
1/9	\$648	\$638	\$630	\$621	\$613

Spot Color Rates (Single color; Add \$202 per add'l color.)

	1x	3x	6x	9x	12x
FP	\$1,574	\$1,505	\$1,439	\$1,374	\$1,316
2/3	\$1,132	\$1,085	\$1,047	\$998	\$959
1/2	\$895	\$860	\$830	\$794	\$765
1/3	\$668	\$646	\$619	\$601	\$579
1/4	\$551	\$530	\$516	\$495	\$485
1/6	\$445	\$424	\$411	\$401	\$393
1/9	\$385	\$375	\$367	\$358	\$350

Black & White Rates

	1x	3x	6x	9x	12x
FP	\$1,372	\$1,303	\$1,237	\$1,172	\$1,114
2/3	\$930	\$883	\$845	\$796	\$757
1/2	\$693	\$658	\$628	\$592	\$563
1/3	\$466	\$444	\$417	\$399	\$377
1/4	\$349	\$328	\$314	\$293	\$283
1/6	\$243	\$222	\$209	\$199	\$191
1/9	\$183	\$173	\$165	\$156	\$148

SPACE

1 page
2/3 page
1/2 page
1/2 page
1/2 page
1/3 page
1/3 page
1/3 page
1/4 page
1/4 page
1/4 page
1/6 page
1/9 page

SIZE (w x h)

7" x 10" — **Full Page Bleed Size: 8¼" x 11¼"**
4⅝" x 10" (vertical)
3⅜" x 10" (vertical)
4⅝" x 7" (island)
7" x 4¾" (horizontal)
2¼" x 10" (vertical)
7" x 3⅜" (horizontal)
4¾" x 4¾" (box)
4⅝" x 3⅝" (island)
3⅜" x 4⅞" (standard)
2¼" x 4⅞"
2¼" x 3¼"

COLOR: Spot Color includes standard red, blue, green, yellow, or any specified color. Provide PMS number or swatch. Guaranteed date of placement made upon receipt of complete ad. No guarantee of color match without color proof. (Add \$202 for 2nd color.)

MECHANICAL REQUIREMENTS

Trim size: 8½" x 11". Full Page Bleed Size: 8¾" x 11¼". Bleeds: ¼" over trim size (essential material/text must be 3/8" from edge). Live print area: 7"x10". Printing: sheet-fed offset, 60 lb. coated stock; *Please send electronic files.*

ELECTRONIC FILES

Please send Press Quality PDFs or PDF/X-1a with embedded fonts. Ads are to be CMYK process color or grayscale at 300 dpi. Please send all files via our FTP site. The link can be found on our *Advertising* page at: www.fpcmag.com. See *Mechanical Requirements* for other important information.

DEADLINES

Ads must be received by the first of the month for insertion in the following month's issue (i.e., February 1, for March edition). Please call for extensions if desired by the 1st. Ads received past deadlines, without *FPC's* permission, are subject to late fees, up to \$400 per day.

SPECIAL PLACEMENT

Cover, back outside, add 15%.
Inside covers, centerfold, add 10%.
Other requested positions, add 5%.

CANCELLATIONS

Cancellation orders must be in written form and be received by the first of the month preceding month of insertion date. (i.e. May 1st for a scheduled June issue insertion.)

TERMS OF PAYMENT

Net cash, 30 days from billing date (4th Friday of each month). 1¼% added monthly for late payment. **5% discount for full payment in advance. (For non-invoiced full payment received by the 1st of the month preceding insertion, i.e., February 1 for March edition).**

MISCELLANEOUS

Publisher not responsible for typographical errors, omission of copy, or misrepresentation of copy in ads. Ads must relate to fire sprinkler industry. Publisher reserves right to reject ads deemed unsuitable. Publisher not liable for delays in delivery and/or non-delivery in any event, or act of God, or any condition beyond our control.

INSERTS

Up to three inserts per month, on first come, first served basis. Please contact us for rates.