

B/W Rates	1x	3x	6x	12x	18x	24x
1 page	\$ 4360	\$ 4130	\$ 3870	\$ 3300	\$ 2965	\$ 2890
2/3 page	3485	3285	3060	2650	2380	2140
1/2 pg.(island)	3180	3015	2756	2410	2170	1955
1/2 page	3015	2840	2610	2270	2040	1830
1/3 page	2790	2630	2445	2120	1915	1725
1/4 page	2195	2070	1925	1675	1510	1350
Cover 2*			6170	5600		
Cover 3*			5820	5460		
Cover 4*			6375	5770		

\*Includes Bleed and Color

Bulk Rates	36x	48x
1 page	\$ 2640	\$ 2460

### Color Rates

#### 4-Color or 3-Color Process

Rates are for R.O.P. 4- or 3-color process inks only. Printing is by web-offset.

Per Page .....	\$ 1480
Per Spread .....	\$ 2310
Per 1/2 page .....	\$ 900

#### Standard Color

Rate is AAAA Standard Red, Blue, Yellow and Green.

Per Page .....	\$ 790
Per Spread .....	\$ 1270
Per 1/2 page .....	\$ 420

#### Special Color

Rate is for any special color and black.

Per Page .....	\$ 980
Per Spread .....	\$ 1690
Per 1/2 page .....	\$ 650

#### Metallic Color

Rate is for simulated metallic colors.

Per Page .....	\$ 1160
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### Insert Rates

Contact Publisher for more Information.

### Classified Rates

Paragraph Style/\$70 minimum includes 20 words; \$1.50 per additional word. (Word = 2 characters or more)

	1x	3x	6x	12x
Per Inch	\$ 140	\$ 130	\$ 120	\$ 110

All classified ads are payable with copy and are non-commissionable.

### Production Information

#### SWOP Specifications Apply.

##### Digital File Submission

All materials submitted electronically are subject to review by the production department. Macintosh formatted CD's are preferred. Advertisers may also send their files electronically using our FTP site. Contact the Advertising Manager at (847) 405-4000 for specifications and directions for downloading ads.

The following must accompany any ad sent electronically or on disk:

##### Ad Materials

High Resolution PDF-X1a files with fonts and images embedded. Advertisers must provide a go-by for identification purposes.

##### Certified Color Press Proof

All ads will be printed to the density indicated in the file unless a certified color press proof is provided. Valid types of color proofs include Matchprints, Fujiproof, or digital proofs such as Pictro or Iris. Laser, ink-jet, or color copy proofs are acceptable for identification purposes only. If a valid color proof is not provided but is desired, we will produce one at an additional production charge of \$50.

##### Production Charges

Artwork, copy changes, film conversion, other prep work are billed at net, no agency discounts.

##### Material Storage

Materials are stored by publisher for 1 year from issue date, then destroyed unless otherwise instructed by the advertiser or agency.

### Ship Materials, Insert Samples, Insertion Orders, etc. to:

BNP Media  
Candy Industry Production Manager  
155 Pfingsten Road, Suite 205  
Deerfield, IL 60015

### Mechanical Information

<b>Trim Size</b>	8" X 10-3/4" (203mm X 273mm)
<b>Printing</b>	Body forms and covers heat-set web offset.
<b>Binding</b>	Saddle-stitched. Jogs to head.
<b>Paper Stock</b>	Body 40 lb Coated Stock. Cover 80 lb Coated Stock

### Advertising Space Sizes

NON-BLEED (width x depth)	INCHES (width x depth)	MILLIMETERS
Full Page .....	7" x 10"	178mm x 254 mm
2/3 Page .....	4-1/2" x 10"	114 mm x 254 mm
1/2 Page (vert.) .....	3-3/8" x 10"	86 mm x 254 mm
1/2 Page (horiz.) .....	7" x 4-7/8"	178 mm x 125 mm
1/2 Page (island) .....	4-1/2" x 7-1/2"	114 mm x 190 mm
1/3 Page (vert.) .....	2-1/4" x 10"	58 mm x 254 mm
1/3 Page (square) .....	4-1/2" x 4-7/8"	114 mm x 125 mm
1/3 Page (horiz.) .....	7" x 3-3/8"	178 mm x 86 mm
1/4 Page (square) .....	3-3/8" x 4-7/8"	86 mm x 125 mm
1/4 Page (horiz.) .....	7" x 2-3/8"	178 mm x 62 mm

BLEED (width x depth)	INCHES	MILLIMETERS
Full Page Bleed .....	8-1/4" x 11"	210 mm x 280 mm
2/3 Page Bleed .....	5-3/16" x 11"	132 mm x 280 mm
1/2 Page (vert.) Bleed .....	4" x 11"	102 mm x 280 mm
1/2 Page (horiz.) Bleed .....	8-1/4" x 5-3/8"	210 mm x 137 mm
Spread Bleed .....	16-1/4" x 11"	410 mm x 280 mm

Above sizes allow for 1/8" bleed on all sides.

Gutter bleed only – each side 7-5/8" X 10".

Trim size is 8" X 10-3/4". Vital advertising material should be kept at least 3/8" away from final trim, 1/2" from bleed size. Critical material should not run into the gutter.