

(In U.S. Dollars)

Start your 2008 program in Jan/Feb and receive “bonus” advertising – talk to your BCS Account Manager

### Four-Color Ad Rates

Space	1x	3x	6x	9x	12x
1 Page	7,510	7,280	6,990	6,675	6,440
2/3 Page	6,010	5,825	5,595	5,345	5,155
1/2 Page (Island)	5,225	5,100	4,895	4,670	4,510
1/2 Page (horiz.)	4,885	4,735	4,545	4,340	4,190
1/3 Page (vert.)	3,755	3,640	3,495	3,340	3,225
1/4 Page	3,000	2,915	2,800	2,675	2,580
1/6 Page	2,630	2,555	2,450	2,340	2,255
Spread	14,270	13,550	12,880	12,230	11,615

### Black and White Ad Rates

Space	1x	3x	6x	9x	12x
1 Page	5,740	5,570	5,345	5,105	4,925
2/3 Page	4,590	4,455	4,280	4,080	3,940
1/2 Page (Island)	4,020	3,900	3,740	3,570	3,450
1/2 Page (horiz.)	3,735	3,620	3,475	3,320	3,205
1/3 Page (vert.)	2,870	2,785	2,680	2,555	2,465
1/4 Page	2,300	2,225	2,140	2,045	1,970
1/6 Page	2,005	1,950	1,870	1,790	1,725
Spread	10,905	10,360	9,840	9,255	8,880

### Premium Position Charges:

Inside Front Cover (Cover 2): 25 %  
 Inside Back Cover (Cover 3): 25 %  
 Back Cover (Cover 4): 25 %  
 All other premium positions:  
 Additional 15 % of space cost

### Two-Color Insertion:

Match: \$753  
 Standard: \$645  
 Business Reply Card: Black and White, 1/3 page rate  
 Single Page Inserts: Black and White, full page rate

### Who's Who Rates (net) – print and online combined

Space	1 mo	3 mos	6 mos	12 mos
1/4 page	1,495	3,815	6,728	10,764

For online opportunities ask your BC Solutions Account Manager for an online media kit.



BENEFITS & COMPENSATION  
**solutions**  
 For Mid- to Large-Size Companies

www.bcsolutionsmag.com  
 770-475-9770



## Onsite Placements AD Sizes

**1.Featured Spot** **\$30CPM** (gif, tif, Flash, 3 loop, 12k max)  
230 x 100 pixels – Inexpensive and small but effective, perfect for promoting a product or upcoming event.

**2.Premier** **\$75 CPM** (gif, tif, Flash, 3 loop, 56k max)  
250 x 250 pixels – Our most prominent and in-demand display ad.

**3.Skyscraper** **\$40CPM** (gif, tif, Flash, 3 loop, 56k max)  
120 x 600 pixels – Our largest area ad delivers great value.

## Other Placement

Specialized Targeting	+25%
Buyer's Guide Listing	\$1200
Additional categories in Buyer's Guide	\$200 each

## Email List Rental

Small Business List Rental	\$375/M
Email List Rental	\$400/M



## e-Newsletter Advertising

**GOLD SPONSORSHIP** - Build your brand; tell your story/ generate leads  
Gold Sponsorship - Email newsletter with sponsor signature sent out to more than 100,000 decision makers. Top-sponsored story on sponsor's solutions, white papers or research with direct link to sponsor's website. Sponsorship is \$4,250 per CDHC Solutions Today™ email transmission.

**BCS Solution Text Link**- Distribute your pdfs and generate leads; drive attendance to your webinars or traffic to your site. Pricing is \$2,250

**BCS Webinar Text Link** - drive attendance to your webinars  
Pricing is \$2,250 per CDHC Solutions Today™ email transmission.

**Featured Ad Spot** - Home page spot, ad sizes are 200 x 200px or 150 x 300px. Pricing is \$2,250

## Who's Who - Drive Traffic to your Who's Who Profile

On newsletter to your Who's Who Profile on [www.cdhc-solutionsmag.com](http://www.cdhc-solutionsmag.com). For only \$600, helps insure your Online Profile is generating quality leads for your company. If you do not have a current Who's Who Profile, talk to your Sales Rep about the opportunity.

Frequency discounts available. Due in full at signing.

## Webcast Sponsorship

Standard	\$2,500 each
Custom	\$7,500 each
How-to/vlog	\$1,200 each
Value Package	\$8,500 for 4

\*Talk to your BCSS rep about our Email List Rental and Virtual Event Opportunities.