



The following are one time open 4/C rates for all *GL&SCS* Advertising units. In order to calculate your gross earned rate for each unit based on frequency, simply multiply \$100 by the number of ads placed (up to 18x) and subtract the total from the open rate. Discounts beyond an eighteen time frequency are available upon request. All print advertisements will automatically appear in the *GL&SCS* digital editions which are posted on SupplyChainBrain.com every month and delivered via e-mail to digital edition subscribers. You may also run digital edition only spreads. *GL&SCS* records statistics on page views and click-throughs for all digital edition advertising and editorial pages. Every web address provided in each issue is converted to a hot link to that web page. Click-through statistics on individual hot links and page view statistics on specific advertising and editorial pages are available to advertisers upon request.

Advertisement	Open Gross Rate
2-Page Spread 4/C	\$17,990
Full-Page 4/C	\$9,890
Digital Edition Page 4/C	\$2,490
Digital Edition Spread 4/C	\$3,890
1/2 Page 4/C (Isl., Vert., Horiz.)	\$6,600
1/3 Page 4/C	\$5,200
1/4 Page 4/C	\$4,100
Cover 4	\$12,000
TOC Page	\$12,000
Business Reply Card (Supplied)	\$8,600
2-Page Insert (Supplied)	\$11,900
4-Page Insert (Supplied)	\$18,700
8-Page Insert (Supplied)	\$26,900
16-Page Insert (Supplied)	\$37,900
Polly bagged Insert 4 Pages (Supplied)	\$27,890
Full-Page 4/C Advertorial (500 words)	\$8,000
2-Page Spread 4/C Advertorial (1,000 words)	\$14,000
4-Page Gatefold	\$19,900
Belly Band (Production Included)	\$22,900

MATERIAL SPECIFICATIONS

HI-RES PDF FILES ONLY (min. 300 dpi). All images must be in CMYK mode. Proofs must be supplied at 100%. Color files must be accompanied by a color proof. When files are submitted electronically, a proof must still be delivered to our Great Neck office. Supplied insert prices coincide with standard size inserts at the maximum stock weight of 80 lb to the full run circulation of *GL&SCS* magazine. Binding charges vary. All Advertorials are produced by *GL&SCS* in a pre-arranged format. Send text, company name, logo, address and contact information. The addition of product photographs will limit copy. Provide a contact name and e-mail in order for us to deliver a proof of your advertorial for final approval.

General Regulations—Agency Commission: 15% on gross if paid within 30 days. Production charges billed net. Liability for contents of advertisements printed, as well as any claims arising from advertisements, is assumed entirely by advertisers and advertising agencies. Position of advertisement is at discretion of publisher, except where a special position has been acknowledged by publisher in writing.

	Dimensions	
	Inches Wide x Deep	CMS Wide x Deep
Standard Page	7 x 10	17.8 x 25.4
1/2 Page (Isl.)	4½ x 7½	11.4 x 19.1
1/2 Page (Hor.)	7 x 47⁄8	17.8 x 12.4
1/2 Page (Vert.)	3¾ x 9½	8.6 x 24.2
1/3 Page (Vert.)	2¾¹⁄₁₆ x 9½	5.7 x 24.2
1/3 Page (Hor.)	4½ x 47⁄8	11.4 x 12.4
1/4 Page	3¾ x 47⁄8	8.6 x 12.4
Bleed Page*	8¼ x 11½	22.2 x 28.2
Trim Size	8 x 107⁄8	21.6 x 27.6
2 Pg. Spread Bleed*	16½ x 11½	43.8 x 28.2
2 Pg. Spread Trim	16 x 107⁄8	43.2 x 27.6

*Keep live matter 58" (1.6 cm) from all trim

Send all materials to:

Keller International Publishing Corp.; Attention: Jessica Whitebook, Production Director; 150 Great Neck Road; Great Neck, NY 11021; Phone: 516-829-9210; Ext. 140; Fax: 516-829-7265; E-mail: jwhitebook@kellerpubs.com