

# 2008 Macworld Rates

## Display Advertising: *Gross Rates*

Rate Base: 300,000

Black & White	1 Issue	3 Issues	6 Issues	12 Issues
<b>Full Page</b>	\$32,785	\$31,965	\$31,135	\$29,505
<b>2/3 Page V</b>	\$27,865	\$27,170	\$26,475	\$25,075
<b>1/2 Page H</b>	\$21,315	\$20,780	\$20,250	\$19,180
<b>1/3 Page V</b>	\$16,390	\$15,985	\$15,570	\$14,755

  

Four Color	1 Issue	3 Issues	6 Issues	12 Issues
<b>Full Page</b>	\$42,620	\$41,560	\$40,475	\$38,355
<b>2/3 Page V</b>	\$36,225	\$35,320	\$34,410	\$32,605
<b>1/2 Page H</b>	\$27,700	\$27,010	\$26,320	\$24,925
<b>1/3 Page V</b>	\$21,315	\$20,780	\$20,250	\$19,180

## Mail Order Advertising: *Gross Rates*

Black & White	1 Issue	3 Issues	6 Issues	12 Issues
<b>Full Page</b>	\$22,710	\$21,895	\$21,065	\$19,420

  

Four Color	1 Issue	3 Issues	6 Issues	12 Issues
<b>Full Page</b>	\$29,075	\$28,015	\$27,985	\$24,800

### Terms.

All invoices are due upon receipt. A 15% commission may be taken by recognized agencies on the total gross of Display and/or Mail Order ads, which includes all applicable space charges and premiums for positioning and color. A 15% commission will not be given to either agency or client if an insertion order has not been received by the time of invoicing. All Display and Mail Order advertising units are commissionable. No commissions will be paid on invoices not paid within 90 days.

For more information, please contact your  
Macworld Account Director or call 415.243.0505

**Macworld**  
The Mac Experts

10/25/07

# 2008 Macworld Showcase Rates

## Showcase Advertising: *Gross Rates*

Black & White	1 Issue	3 Issues	6 Issues	12 Issues
<b>Full Page</b>	\$21,525	\$21,095	\$20,665	\$19,700
<b>1/2 Page</b>	\$12,430	\$12,180	\$11,960	\$11,315
<b>1/4 Page</b>	\$6,375	\$6,240	\$6,110	\$5,795
<b>1/8 Page</b>	\$3,215	\$3,145	\$3,080	\$2,920
<b>1/16 Page</b>	\$1,610	\$1,575	\$1,550	\$1,470

  

Four Color	1 Issue	3 Issues	6 Issues	12 Issues
<b>Full Page</b>	\$24,495	\$24,015	\$23,520	\$22,290
<b>1/2 Page</b>	\$14,155	\$13,875	\$13,600	\$12,885
<b>1/4 Page</b>	\$7,240	\$7,100	\$6,950	\$6,590
<b>1/8 Page</b>	\$3,660	\$3,590	\$3,520	\$3,330
<b>1/16 Page</b>	\$1,840	\$1,795	\$1,765	\$1,670

### Terms.

All invoices are due upon receipt. A 15% commission may be taken by recognized agencies on the total gross of a Showcase ad, which includes all applicable space charges and premiums for positioning and color. A 15% commission will not be given to either agency or client if an insertion order has not been received by the time of invoicing. All Showcase advertising units are commissionable. No commissions will be paid on invoices not paid within 90 days.

**For more information, please contact your  
Macworld Account Director or call 415.243.0505**

**Macworld**  
The Mac Experts

10/25/07

# Macworld Terms & Conditions

A. As used in these "Terms and Conditions," the term "publisher" shall refer to Mac Publishing, L.L.C.

B. Advertisements are accepted upon the representation that the advertiser and its agency have the right to publish the contents thereof. In consideration of such publication, the advertiser and its agency agree to indemnify and hold the publisher harmless against any expense or loss by reason of any claim arising out of publication.

C. Conditions, other than rates, are subject to change by the publisher without notice.

D. All contents of advertisements are subject to publisher's approval. Publisher reserves the right to reject or cancel any advertisement, insertion order, space reservation, or position commitment at any time. All orders for advertisement space are subject to company credit requirements.

E. Positioning of advertisements is at the discretion of the publisher except where a request for a specific preferred position is acknowledged by the publisher in writing.

F. The publisher shall have no liability for errors in key numbers, the reader service section, advertiser's index, product index, or ad copy typeset by the publisher.

G. Advertisements not received by our advertising production department by closing date will not be entitled to the privilege of OK or revision by the advertiser or its agency.

H. Cancellations or changes in orders must be made in writing and be received by the publisher on or before the closing date.

I. All insertion orders accepted are subject to provisions of our current rate card. Rates are subject to change upon notice from the publisher. In the event of a change in rates not publicly announced prior to the first issue covered by the contract then in effect, space reserved may be cancelled by the advertiser or the agency at the time the change becomes effective without incurring short-rate charges, provided the advertisements published to the date of cancellation are consistent with the appropriate rate. Cancellation of space reservation for any other reason in whole or in part by the advertiser will result in an adjustment of the rate (short-rate) based on past and subsequent insertions to reflect actual space used at the earned rate.

J. The publisher shall not be liable for any costs or damages if for any reason it fails to publish an advertisement. In no event shall the publisher be liable for any damages, consequential or otherwise, in excess of amount paid for advertisement, as a result of any mistake in the advertisement or for any other reason.

K. Publisher shall have the right to hold the advertiser and/or its advertising agency jointly and severally liable for such monies as are due and payable to the publisher for advertising that the advertiser or its agency ordered and which advertising was published.

L. No conditions other than those set forth in this rate card shall be binding on the publisher unless specifically agreed to in writing by the publisher. Publisher will not be bound by conditions printed or appearing on order blanks or copy instruction that conflict with provisions of these General Conditions.

M. Publisher is not liable for delays in delivery and/or non-delivery in the event of Act of God, action by any governmental or quasigovernmental entity, fire, flood, insurrection, riot, explosion, embargo, strikes whether legal or illegal, labor or material shortage, transportation interruption of any kind, work slowdown, or any condition beyond the control of the publisher affecting production or delivery in any manner.

N. Publisher reserves the right to reduce the discount level at which an advertiser is being billed if it appears improbable that the advertiser will, in fact, earn that rate level. Regardless of what rate is billed, at contract year-end, the lowest rate earned will be applied and normal rebate and short-rate adjustments made for that contract year.

O. Notwithstanding anything to the contrary in these Terms and Conditions or in any insertion order, billing instruction, copy instruction or any other instruction or agreement, there are no premium items granted by the publisher, including but not limited to, merchandising credits, premium positioning, exclusivity, and competitive separation, unless specifically agreed to by the Publisher in an insertion order signed by an authorized representative of the publisher for the particular ad being submitted. If the publisher grants a premium in a signed agreement or insertion order with the advertiser it is for that only that signed agreement or insertion order and will not apply to any other agreement or insertion order.

**For more information, please contact your  
Macworld Account Director or call 415.243.0505**

**Macworld**  
The Mac Experts

*As of 10/06*