

NEXUS RATE SHEET January 2010

DISPLAY AD RATES IN NEXUS MAGAZINE

For Color (4C) and Black & White (BW) ads. All prices are *per issue*.

NUMBER OF ISSUES	1	2	3	4	6	DIMENSIONS <i>in inches</i>
Full page (4C)	\$2252	2140	2027	1915	1802	9 w x 11.08 h
Full page (BW)	\$2047	1945	1843	1740	1638	9 w x 11.08 h
3/4 page (4C)						
Vertical	\$1993	1894	1794	1694	1595	6.71 w x 11.08 h
Horizontal						9 w x 8.27 h
3/4 page (BW)						
Vertical	\$1812	1721	1630	1540	1450	6.71 w x 11.08 h
Horizontal						9 w x 8.27 h
1/2 page (4C)						
Vertical	\$1378	1310	1241	1172	1103	4.417 w x 11.08 h
Horizontal						9 w x 5.46 h
1/2 page (BW)						
Vertical	\$1253	1190	1130	1065	1001	4.417 w x 11.08 h
Horizontal						9 w x 5.46 h
1/3 page (4C)	\$993	944	894	844	795	9 w x 3.58 h
1/3 page (BW)	\$903	857	813	763	722	9 w x 3.58 h
1/4 page (4C)	\$859	816	774	731	688	4.417 w x 5.46 h
1/4 page (BW)	\$781	742	703	664	625	4.417 w x 5.46 h
1/6 page (4C)	\$604	574	544	514	484	4.417 w x 3.58 h
1/6 page (BW)	\$549	522	494	467	439	4.417 w x 3.58 h
1/8 page (4C)						
Vertical	\$471	448	424	401	377	2.125 w x 5.47 h
Horizontal						4.417 w x 2.65 h
1/8 page (BW)						
Vertical	\$428	406	382	362	340	2.125 w x 5.47 h
Horizontal						4.417 w x 2.65 h
1/16 page (4C)						
Vertical	\$255	243	230	217	204	2.125 w x 2.65 h
Horizontal						4.417 w x 1.24 h
1/16 page (BW)						
Vertical	\$232	221	209	198	186	2.125 w x 2.65 h
Horizontal						4.417 w x 1.24 h

SPECIAL PLACEMENT COVER RATES

All prices are *per issue*. Multiple-issue discounts are not available for cover and page 3.

Rates listed are for full-color ads.

Outside Back: Full-Page - \$3378 / Half-page - \$2069

Inside Back: Full-Page - \$2522 / Half-page - \$1545 / Quarter page - \$927

Inside Front: includes page 3, on newsprint: Full Page - \$2928 / Half-page - \$1793 / Quarter-page - \$1076

Full-bleed ads (full-page only): call for dimensions and cost.

DIRECTORY OF RESOURCES IN NEXUS MAGAZINE *All prices are per issue.*

NUMBER OF ISSUES	1	2	3	4	6
Color up to 120 words	\$303	\$286	\$274	\$259	\$244
B/W up to 120 words	\$275	\$260	\$249	\$235	\$221

Each additional word over 120 costs \$1.10 • One-time set-up fee \$27

One free change to text or artwork given per issue, \$15 charge per change thereafter. One-time set-up fee \$27

DIRECTORY OF RESOURCES ONLINE

ADD-ON TO EXISTING PRINT DIRECTORY LISTING	WEB AD ONLY (NOT RUNNING PRINT LISTING)
\$25 Runs in synch with print edition (2 months) <i>Same content as print edition</i>	\$35/month Start date set by you Logohead plus 300 words; \$.40 per additional word

WEB DISPLAY ADS

DESCRIPTION	SIZE	PLACEMENT	COST
Rectangle ad	150 pixels wide x 300 high	Right side of page	\$110/month
Square ad	150 pixels x 150 pixels	Right side of page	\$75/month
Logo ad	150 pixels wide x 75 high	Right side of page	\$60/month
Creation of ad by our Creative Services	Any size		\$85/hr (Most ads will take 1/2 - 1 hour to create)
Animation	Any size		\$85/hr - \$27 minimum
Special placement		Top of page	\$55 extra
		Highest available	\$35 extra

CALENDAR

CALENDAR RATES IN NEXUS MAGAZINE: Listings cost \$33 for one to 30 words and \$1.10 for each additional word. Get a 30 word Calendar or Classified ad free with each 1/4 page display ad or equivalent (e.g. a 1/2 page ad earns two free 30-word listings).

NEXUS CALENDAR ON LINE: Add an online-posting of your ad for only \$12 more. Or place an ad of up to 100 words, at any time, on our website (e.g. not in the magazine) for \$33.

CLASSIFIEDS

CLASSIFIEDS RATES IN NEXUS MAGAZINE: Ads cost \$33 for up to 30 words, and \$1.10 for each additional word. Get a 30 word Calendar or Classified ad free with each 1/4 page display ad or equivalent (e.g. a 1/2 page ad earns two free 30-word listings).

NEXUS CLASSIFIEDS ON LINE: Add an online-posting of your ad for only \$12 more. Or place an ad of up to 100 words, at any time, on our website (e.g. not in the magazine) for \$33.

PERKS

Buy a 1/4 page ad or larger and get a free 30-word listing(s) in Nexus's print and website Calendar or Classifieds.

Include your website address in your Print Display or Print Directory ad and get a link on the Nexus website—free!

Your web address on our Links page really helps grow your business! Many advertisers have found that their presence on our site (which gets an average of 159,700 page views each month) improves their prominence in web searches and brings them more business through their own websites. This perk is only available to current Nexus advertisers.