



2009 Rates – Information Outlook

* Rates for black-and-white advertising (see below for color charges)

Ad Size	Width-Depth	1X	3X	6X	12X
Opposite TOC	7.125" x 9.75"	\$2,850	\$2,650	\$2,550	\$2,450
Full page	7.125" x 9.75"	\$2,500	\$2,300	\$2,200	\$2,100
2/3 vertical*	4.667" x 9.75"	\$2,200	\$2,150	\$2,100	\$2,000
1/2 page horizontal	7.125" x 4.5"	\$2,000	\$1,900	\$1,800	\$1,700
1/3 page vertical*	2.208" x 9.75"	\$1,200	\$1,175	\$1,100	\$1,050
1/3 page horizontal*	7.125" x 3.00"	\$1,200	\$1,175	\$1,100	\$1,050
1/3 page square*	4.667" x 4.5"	\$1,200	\$1,175	\$1,100	\$1,050
1/6 page	2.208" x 4.5"	\$600	\$550	\$500	\$450

Color charges: 4C – \$1,300; PMS – \$1,100

Cover charges include 4C and full bleed

Position requests: Add \$350

Cover 2	7.125" x 9.75"	\$3,700
Cover 3	7.125" x 9.75"	\$3,700
Cover 4	7.125" x 9.75"	\$3,900

2009 Rates – Preliminary Conference Program

* Rates for black and white advertising (see below for color charges)

* Earned Information Outlook contract rates apply

* Mailed with the April issue of Information Outlook magazine

Ad Size	Width-Depth	1X	3X	6X	12X
Full page	7.125" x 9.75"	\$2,500	\$2,300	\$2,200	\$2,100
1/2 page horizontal	7.125" x 4.5"	\$2,000	\$1,900	\$1,800	\$1,700
1/2 page vertical	3.312" x 9.75"	\$2,000	\$1,900	\$1,800	\$1,700

Color charges: 4C – \$1,300; PMS – \$1,100; Position requests: Add \$350

Cover charges include 4C and full bleed

Cover 2	7.125" x 9.75"	\$3,700
Cover 3	7.125" x 9.75"	\$3,700
Cover 4	7.125" x 9.75"	\$3,900

2009 Rates – Onsite Conference Program

* Rates for black-and-white advertising (see below for color charges)

* Distributed to all attendees at SLA, Washington DC.

Ad Size	Width-Depth	
Full page	7.125" x 9.75"	\$1,800
1/2 page horizontal	7.125" x 4.5"	\$1,500
1/2 page vertical	3.312" x 9.75"	\$1,500

Color charges: 4C – \$1,300; PMS – \$1,100; Position requests: Add \$350

Cover charges include 4C and full bleed

Cover 2 or 3	7.125" x 9.75"	\$6,825
Cover 4 (SOLD)	7.125" x 9.75"	\$7,875