

### Rates:

Ad Space	B&W Rates		4-Color Rates		Advertiser Benefits			
	Standard Rate	Renewal Rate	Standard Rate	Renewal Rate	Free Sourcebook	Listing Credit	Online Listing	Off-The-Wire
Logo Package	\$499	\$499	N/A	N/A	1 copy	\$100	N/A	N/A
1/6 Page Vertical	\$665	\$599	N/A	N/A	1 copy	\$100	N/A	N/A
1/3 Page Vertical or Square	\$1,189	\$1,075	\$1,689	\$1,525	2 copies	\$150	Yes	N/A
1/2 Page	\$1,515	\$1,369	\$2,165	\$1,957	2 copies	\$250	Yes	Yes
Full Page	\$2,519	\$2,260	\$3,600	\$3,235	2 copies	\$350	Yes	Yes
Tab Divider Page			\$4,855	\$4,365	Call for additional benefits			
Inside Back Cover			\$4,985	\$4,485	Call for additional benefits			
Inside Front Cover			\$6,255	\$5,620	Call for additional benefits			
Back Cover			\$7,325	\$6,765	Call for additional benefits			

All rates quoted in U.S. dollars. Customers outside the U.S., please pay by credit card (or call for other instructions).

### Mechanical Requirements:

**File Format:** For quality-control purposes, only the following file formats are accepted:

- QuarkXPress; Illustrator; Photoshop; InDesign
- EPS files created from native applications are preferred with type converted to outlines

**Document Setup:** The ad's file dimensions should match final printed dimensions specified in this document.

**Images and Resolutions:**

- Color and Grayscale (TIFF) - 400dpi
- B&W Line art (Bitmap TIFF) - 1200dpi

**Fonts:** Convert fonts to outlines, and send font files with artwork. TrueType fonts will not be accepted.

**Proof:** Included a high-resolution laser proof with your ad on a CD. Without a proof, IEG cannot be responsible for ad reproduction quality. If you e-mail your ad to [adv@sponsorship.com](mailto:adv@sponsorship.com), include a PDF soft proof. Media will not be returned.

### Specs:

