



PRODUCT SAFETY AND RECALL DIRECTORY

2012 EDITION – ADVERTISING RATES

HARD COPY EDITION

One year edition: net cost

Two year insertion: 15% discount of net cost

Three year insertion: 20% discount of net cost

<i>Options</i>	<i>Dimensions</i>	<i>Cost (net)</i>
Full page <i>bw</i>	8.5" x 11"	\$2,000
½ page <i>bw</i>	8.5" x 5.5"	\$1,600
¼ page <i>bw</i>	4.25" x 5.5"	\$750
1/8 page <i>bw</i>	2.12" x 5.5"	\$375
Outside cover <i>fc</i>	8.5" x 11"	\$4,000

fc = four color bw = black and white

2012 Deadlines

Advertising space Reservations: August 1, 2011

Advertisements camera ready due by: August 20, 2011

Edition due off the press by November 1, 2011

WEB EDITION

www.adksafetyinfo.com

<i>Options</i>	<i>Dimensions</i>	<i>Cost (net)</i>
Banner	468 x 60 pxl)	3 Month/\$1200
Tower	240 x 120 pxl)	6 month/\$2000
)	1 year/\$3000