



## 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

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

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](http://www.adksafetyinfo.com)

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