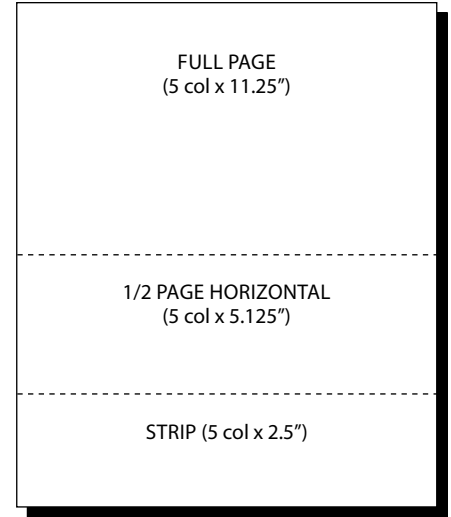
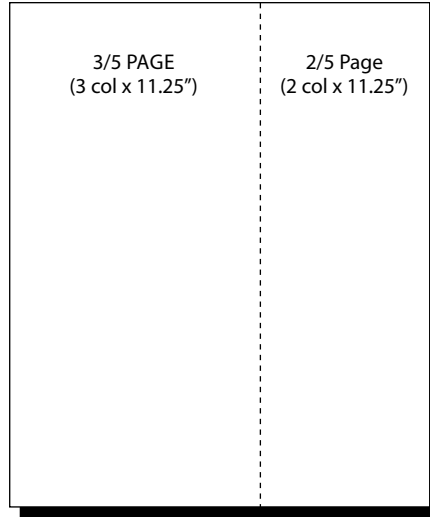
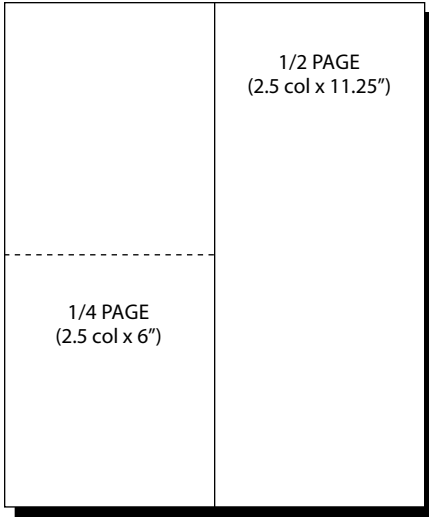


PRODUCTION DATA AND TERMS 1

CREATIVITY AD UNIT DIMENSIONS



Full Page

Live: (Non Bleed): 9.25" x 11.25"
Trim: 10" x 12"
Bleed: 10.25" x 12.25"

Spread

Live: (Non Bleed): 19.25" x 11.25"
Trim: 20" x 12"
Bleed: 20.25" x 12.25"
Note: Allow .25" for each binding edge (total .5") page safety for all cross overs.

Half Page Skyscraper

(2.5 col x 11.25")
Live: (Non Bleed): 4.25" x 11.25"
Trim: 4.5" x 12"
Bleed: 4.75" x 12.25"

Quarter Page*

(2.5 col x 6")
Live: (Non Bleed): 4.375" x 5.125"
Trim: 4.5" x 6"
Bleed: 4.75" x 6.25"

3/5 Page

(3 col x 11.25")
Live: (Non Bleed): 5.4" x 11.25"
Trim: 5.5" x 12"
Bleed: 5.75" x 12.125"

2/5 Page

(2 col x 11.25")
Live: (Non Bleed): 3.55" x 11.25"
Trim: 3.65" x 12"
Bleed: 3.875" x 12.125"

Half Page Horizontal**

(5 col x 6")
Live: (Non Bleed): 9.25" x 5.125"
Trim: 10" x 6"
Bleed: 10.25" x 6.25"

Half Page Horizontal Spread

Live: (Non Bleed): 19.25" x 5.125"
Trim: 20" x 6"
Bleed: 20.25" x 6.25"

Strip**

(5 col x 2.5")
Live: (Non Bleed): 9.25" x 2.5"
Trim: 10" x 2.875"
Bleed: 10.25" x 3"

Keep vital info 3/8" away from trim on bleed pages. *These units do NOT Bleed. ** Non-Bleed is preferred on these units.

COLUMN WIDTHS

1-Column 1.692"
2-Column 3.55"
3-Column 5.4"
4-Column 7.27"
5-Column 9.125"
10-Column 19.25"

PREMIUM POSITIONS

Inside Front Cover, Page 5, Page 7, First Spread, Center Spread, 3rd Cover and Back Cover – add 20% to standard space rate.
Gatefold subject to availability. Call your sales representative.

SPECIFICATIONS

Format: High-resolution (266-300dpi's) pdf file with fonts & images embedded, colors set to CMYK. Include native files as back-up if possible.

Send disk & Color Proof (Kodak Approvals or Iris proofs are recommended) to the following address:

Crain Communications, Inc.
Creativity
711 Third Avenue, 3rd Floor
New York, NY 10017-4036
Attn: Suzanne Fleischman, 212-210-0722

Visit our site at <http://digitaladcentral.crain.com> for further spec information. You may also upload your file to this site. Please notify Suzanne Fleischman at 212-210-0722 or sfleischman@crain.com when the file has been posted and provide a hard copy of the ad.

PRODUCTION DATA AND TERMS 2

SUPPLIED DIGITAL ADVERTISEMENT

All advertising should be provided in a digital format with a Kodak Approval, Iris or Matchprint. Required format for black & white or four-color digital advertisement is hi-res Adobe Acrobat PDF 4.0 file format (version 1.3 compatible) with all fonts and images embedded. Embedded images must be a minimum of 266 dpi (dots per inch). Color images must be CMYK. Postscript Type 1 fonts are strongly preferred. Files containing composite or master fonts will not be accepted. Files containing RGB or LAB images will not be accepted.

TO UPLOAD FILES, GO TO: <http://digitaladcentral.crain.com>

TWO-COLOR PROCESS: Standard AAAA and ABM process colors are solid traps using process inks and are available at standard color rate. Please refer to the current rate card for rates. Blue = 100% process cyan. Magenta = 100% process magenta. Yellow = 100% process yellow. Red = 100% process magenta and 100% process yellow. Green = 100% process cyan and 100% process yellow.

FOUR-COLOR PROCESS: The reproduction quality of four-color advertisements printed in *Creativity* will depend largely on the quality of the supplied digital files and proofs. Please visit our Web site at www.digitaladcentral.crain.com for further information.

PMS INKS OR PRE-MIXED INKS: PMS inks or pre-mixed inks require dedicated print units and will be billed at Matched Color Rate. Please refer to current rate card for rates.

REVERSE ADS: Reverse black-and-white advertisements are accepted at no additional charge.

FILE PREPARATION: To assist our printer in obtaining a good press match on a web offset press, it is important to follow general industry guidelines when preparing files and proofs: 133 line screen is used to print *Creativity*. Maximum density in any one area, all colors, should not exceed 300%, with only one solid color. Reverse lettering in four-color advertisements should be spread with dominant color forming shape of letters. Thin lines, serifs, small and medium-size lettering should be restricted to one color only. Preferred proofs are Kodak approvals or Iris proofs prepared 5-7% heavier than the file to simulate press gain and ink coverage to our web offset press. Color lasers or low quality ink jet prints are not acceptable for color guidance. Follow AAAA/ABM/MPA recommended standards for process ink color formulations. Proofing progression of colors should correspond to *Creativity* printing press: black, cyan, magenta, yellow. Direction of roller travel should be from side to side of pages (not top to bottom) to match press conditions. Recommended proofing stock is a 60 lb. basis weight of 70 (nominal) brightness. Advertisements supplied to Crain without an acceptable color proof will be printed to SWOP standards. The Printer and/or Publisher cannot be held liable for color complaints when files are submitted without an acceptable color proof. After uploading files, please fax a hard copy to Production at 212-210-0490 for identification & to alert them there is an ad or file to be retrieved.

MECHANICAL DATA

PRINTING: *Creativity* is printed heat-set web offset. In general, follow AAAA recommended standards for offset printing (SWOP).

PAPER STOCKS: Text paper stock is machine coated matte, 60 lb. basis weight. Cover stock is 146 lb. basis weight.

BINDING: Perfect

TRIM SIZE: 10"x 12"

COMPOSITION: No charge for normal copy to be set in display material available at our printing plant. Proofs of publication-set ROP advertisements will be deemed approved unless returned to Sales Manager prior to closing date.

STORAGE OF FILM: Film will be stored by Publisher for three months and then destroyed unless prior return instructions are received from the advertiser or the agency.

TERMS & CONDITIONS

The following terms and conditions shall be deemed incorporated in every insertion order or space contract tendered to *Creativity* unless modified by written agreement signed by an officer of "Publisher," and shall supersede any inconsistent statements in such order or contract. Publisher reserves the right to change the rates and terms herein at any time without notice, provided only that for any contract advertiser the rates herein shall continue to apply for issues published within 60 days of the effective date of such change.

AGENCY COMMISSION: 15% of gross billing allowed to recognized agencies on space, color and position provided account is paid within 30 days of invoice date. Commission not allowed on other charges, such as insert handling, special binding or trimming of inserts, reprints or other mechanical charges.

FREQUENCY RATES: Number of insertions used by an advertiser within the calendar year from date of first insertion of contract period determines frequency rate. Insertions in *Creativity*, *Advertising Age*, *Crain's Chicago Business*, *Crain's New York Business*, *Crain's Cleveland Business*, *Crain's Detroit Business*, *TelevisionWeek* and *Pensions & Investments* may be combined within same contract year to obtain lowest earned frequency rate in *Creativity*. Frequency discount is subject to minimum rate-holder requirement for each publication.

SHORT RATES AND REBATES: Advertisers will be short-rated if within the calendar year from the date of the first insertion they do not use the amount of space upon which their billings have been based. Advertisers will be rebated if within the calendar year from the date of first insertion they have used sufficient additional space to warrant a lower rate than that at which they have been billed.

COPY SERVICE: Advertisers who do not have an agency and request copy and art will be charged current Publisher's rates.

PUBLISHER'S PROTECTIVE CLAUSE: By issuance of this rate card, Publisher offers, subject to the terms and conditions herein, to accept insertion orders for advertising to be published in *Creativity* and by their tendering such insertion order the advertiser or agency shall indemnify and hold Publisher, its employees, agents and its subcontractors free and harmless from any expenses, damages and costs (including reasonable attorney's fees) resulting in any way from Publisher's compliance with such insertion orders (including but not by way of limitation, from claims of libel, violation of privacy, copyright infringement or otherwise) and Publisher shall have full right to settle any such claim and to control any litigation or arbitration as to which it may be a party all at the cost of the agency and the advertiser who shall be deemed joint and several indemnitors and agency warrants that it is authorized to bind, and does bind, advertiser to such indemnity jointly and severally with agency. Publisher reserves the right in its sole discretion to discontinue publication at any time with or without notice or to defer or cancel the printing, publication or circulation of any issue or of the tendered advertising and shall not be liable for any failure to print, publish or circulate all or any portion of any issue or of the tendered advertising because of labor disputes involving the Publisher, the printer or others, transportation delays or embargoes, errors or omissions of employees or subcontractors, or circumstances beyond its control. Publisher's sole obligation as to any failure or default on its part shall be limited to a refund of its charges that may have been paid to it or, at its option, to publish the tendered advertising in the next available issue. The Publisher reserves the right to reject or omit any advertising for any reason. No advertising will be accepted that simulates *Creativity* editorial material.

PAYMENT TERMS: Invoices are dated as of the issue date and are due and payable upon receipt in U.S. funds drawn on a U.S. bank. Publisher looks to the advertising agency placing the insertion order for payment; however, publisher shall have the right to hold the advertising agency and the advertiser jointly and severally liable for the monies due and payable to the Publisher, and the agency warrants by submitting the insertion order that it and the advertiser have accepted this responsibility. Publisher will not be bound by conditions, printed or otherwise, on contracts, order blanks or instructions when such conditions conflict with policies.