

Advertising Age

ADAGE.COM

2012 REPRINT RATES

Print - b/w - 80# stock - glossy

Quantity	One Sided	Two Sided	11x17
200	\$444	\$552	\$914
500	\$860	\$892	\$1,649
1000	\$1,146	\$1,256	\$2,049
2000	\$1,601	\$1,833	\$3,005
3000	\$1,933	\$2,074	\$3,829
5000	\$2,269	\$2,437	\$4,600
10,000	\$3,741	\$3,979	\$6,459

Print - 2 color - 80# stock - glossy

Quantity	One Sided	Two Sided	11x17
500	\$1,133	\$1,241	\$2,245
1000	\$1,360	\$1,530	\$2,498
2000	\$1,617	\$1,818	\$3,425
3000	\$1,880	\$2,106	\$3,785
4000	\$2,137	\$2,395	\$4,146
5000	\$2,397	\$2,794	\$4,508
10,000	\$3,695	\$4,151	\$6,314

Print - 4 color - 80# stock - glossy

Quantity	One Sided	Two Sided	11x17
500	\$2,343	\$2,549	\$2,730
1000	\$3,358	\$3,703	\$4,501
1500	\$3,895	\$4,308	\$5,335
2000	\$4,256	\$4,708	\$5,710
3000	\$5,150	\$5,710	\$6,911
4000	\$6,041	\$6,711	\$8,117
5000	\$6,937	\$7,715	\$9,322

Web Reprints - (PDF)

Time	Cost
3 months	\$1,595
6 months	\$2,650
12 months	\$4,875

e-Prints - Client Distributed - PDF

Distribution	Cost
500	\$950
1000	\$1,500
2000	\$2,780
3000	\$3,670
5000	\$4,350
10,000	\$5,250

- Additional fees for photos and disclaimers.
- Shipping charges are additional.
- All reprints are shipped via Federal Express Saver unless otherwise instructed.
- Reprint orders shipped to the following states are subject to sales tax: NY, MI, IL, CA, OH, CO, DC, MA

PLAQUES • 4 Color • Single page: 10x13

Cost: \$375
Larger sizes available

FRAMING • Black Frame • Neutral Color Matte

Please call for pricing details and sizes and wood and trim options.

LOGO LICENSING:

License a section logo or award logo from Ad Age. Call for details and rates.

Electronic Use: Post to a website, email or electronic correspondence

Print use: Use in print advertisements, Print Marketing Materials, Print collateral

ENHANCEMENTS

- Add your firm's logo to your reprint for an additional \$150
- Magnify your firm's mention or ranking for an additional \$150

Additional Information

CANCELLATION: \$150 charge to cancel order prior to printing; orders cancelled after printing will be billed at the full rate.

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Special Sections

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Agency A List

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Custom Media Guide

TV Past, Present & Future

The Agency Issue

Cable Guide

Entertainment A List

Women to Watch

Creativity 50

Global Issue

Leading National Advertisers

Small Agency Awards

Best Places to Work

100 Leading Media Companies

Magazine A-List

The Consumer Issue

Marketer A-List

America's Hottest Brands

To place an order contact:

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For details and to view samples visit www.adage.com/reprints