

SIZE	OPEN RATE	AFFILIATE	SPONSOR	PARTNER	PREMIER	PLATINUM
2-page spread	\$14,867	\$14,123	\$13,380	\$12,637	\$11,893	\$11,150
1 page	\$9,911	\$9,415	\$8,920	\$8,424	\$7,929	\$7,433
2/3 page	\$7,506	\$7,130	\$6,755	\$6,380	\$6,004	\$5,629
1/2 page island	\$6,452	\$6,129	\$5,806	\$5,484	\$5,161	\$4,839
1/2 page	\$5,589	\$5,309	\$5,030	\$4,750	\$4,471	\$4,192
1/3 page	\$4,191	\$3,981	\$3,771	\$3,562	\$3,352	\$3,143
1/4 page	\$3,502	\$3,327	\$3,152	\$2,977	\$2,802	\$2,627

All display rates quoted are GROSS.
15% agency commission applies.

POSITION PREMIUMS

Cover 4*	+ 25%	*4-color only
Cover 3*	+ 15%	
Cover 2*	+ 20%	
Guaranteed Position	+ 15%	
Opposite TOC *	+ 20%	
Cover 2*/Page 1	+ 20%	
Opposite All Columns	+ 15%	

MARKETPLACE ADVERTISING

DISPLAY SIZE	1X-6X	7X+
1 page	\$3,400	\$2,975
1/2 page	\$2,125	\$1,700
1/4 page	\$1,020	\$808
1/8 page	\$425	\$298

CLASSIFIEDS	1X	3X	6X	12X
Per inch	\$195	\$175	\$160	\$150

MARKETPLACE + CLASSIFIEDS CONTACT

JULIE DAHLSTROM
 julie.dahlstrom@penton.com
 330 N. Wabash Ave., Suite 2300
 Chicago, IL 60611
 P 312.840.8436
 F 913.514.6384

THE INDEPENDENT

SIZE	OPEN RATE	AFFILIATE	SPONSOR	PARTNER	PREMIER	PLATINUM
2-page spread	\$9,500	\$9,025	\$8,550	\$8,075	\$7,600	\$7,125
1 page	\$5,250	\$4,988	\$4,725	\$4,463	\$4,200	\$3,938
1/2 page	\$3,500	\$3,325	\$3,150	\$2,975	\$2,800	\$2,625

Note: No other sizes available for *The Independent*
 All display rates are GROSS.
 15% agency commission applies

ESSENTIAL GUIDE

OPEN RATE, GROSS

\$15,300 Affiliate Program discounts apply

REQUIRED READING

GROSS RATE*

\$14,800/month *Minimum 3-month program
 Agency and Affiliate discounts apply

