

2010 LCT Advertising Rates

Rates are based on the total space contracted for, IN WRITING AND IN ADVANCE, and must be used in one year (8 issues) from the date of first insertion. **Unfulfilled contracts will be short rated to next higher frequency rate.**

Print Ad Rates (Black/White)

Ad Size	8x	4x	1x
2 Page Spread	\$4,250	\$4,970	\$5,485
Full Page	\$2,910	\$3,220	\$3,425
2/3 Vertical	\$2,395	\$2,600	\$2,705
½ V/H	\$2,085	\$2,395	\$2,600
1/3 V/H	\$1,675	\$1,880	\$2,085
¼ Vertical	\$1,470	\$1,570	\$1,775

2-color ads add \$400

4-color ads add \$800

Same size color proof required by closing date

Dealer Showroom Print Ad Rates

Ad Size	1x
Full Page	\$1,340
½ V/H	\$1,030
¼ Vertical	\$725

Add \$300 to include color

Same size color proof required by closing date

Farm In/Farm Out Print Ad Rates

Ad Size	1x
Full Page	\$1,340
½ V/H	\$1,030
¼ Vertical	\$725

Add \$300 to include color

Same size color proof required by closing date

LCTmag.com Online Ad Rates

Banner Location	Per Month
Home Page Banner	\$560
Section Banner	\$485

LCT E-News Online Ad Rates

	Per Month*
Banner	\$1,240

*LCT E-News is sent weekly

Guaranteed Positions:

Guaranteed positions specified by advertiser or agency are 10 percent above rate card and non-cancelable for at least an 8x contract. These positions are as follows:

- Table of Contents
- Editor's Page
- Masthead
- Letters
- Publisher's Page
- Lead Page of Cover Editorial

Special Positions:

Covers are non-cancelable. Rates per insertion based on an 8x contract (includes color):

Back Cover	\$5,000
Inside Front Cover	\$4,500
Inside Back Cover	\$4,000
Opposite Table of Contents	\$4,000

Inserts:

All inserts are non-cancelable, furnished by advertiser complete/ready for binding. Advertiser should check with production manager before ordering printing:

2 Page Insert	\$3,900
4 Page Insert	\$6,000
6 Page Insert	\$9,000
8 Page Insert	\$10,000

Digital Edition:

Option	Rate
Automatically hyperlink a URL in your ad	no charge
Create custom URL for your ad	\$40
Create custom rollover text for your URL	\$45
Animated belly band with flash-activated "tearing" motion	\$200
Host and play video	\$300
Host and play podcast	\$250
Inserts in digital edition only	\$20/page
Outserts (pages run at end of issue)	\$20/page
Gatefold (per page)	\$20/page
Pop up ad as your ad page displays (with provided creative)	\$300
Animate your ad (provide native PDF files, max 2 hours to convert)	\$500
Digital editor portal page logo ads (2 available)	\$200
Leaderboard ad on digital edition portal page (rotates with 3 advertisers)	\$300
Leaderboard ad on digital edition portal page (exclusive/1 month)	\$600
Thumbnails on digital edition portal (6 available)	\$250 each
Lead Generation registration form	\$550
Digitize your catalog or brochure (live link on our site for 12 months)	\$500 + \$10/page
Rich media options (must be quoted individually)	

Invoices, Credit & Conditions:

- Our invoices are NET 30 days on approved credit for all services.
- New advertisers and agencies must prepay their first insertion and submit credit applications.

Sequential Liability:

- Publisher holds advertiser and/or its advertising agency jointly and severally liable for payment due to publisher. This applies even when a sequential liability clause is included in the contract, insertion order, etc.