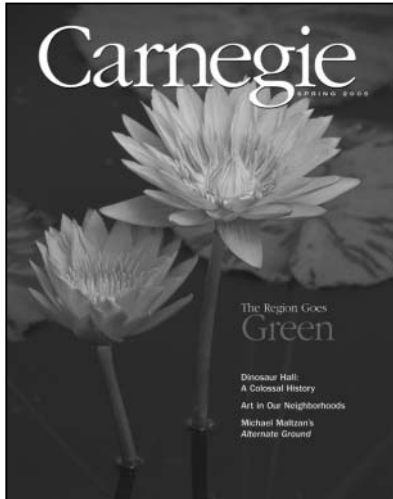


Carnegie Magazine Advertising Rates and Requirements



Carnegie magazine readers are affluent, influential, highly educated, and culturally involved.

Circulation: 30,000*

Readership: 63,900

Upscale Audience: 22% \$100,000+ HHI

Audience: 55% \$60,000+ HHI

Education: 77% College+

* Circulation is to all 30,000 members of the Carnegie Museums

Send all electronic artwork to:

Mike Kainaroi

kainaroi@carnegiemuseums.org

Phone: 412-578-2455

Fax: 412-622-5775

Must fax copy of ad if emailing files.

If artwork is on CD, send to:

Mike Kainaroi

Carnegie Magazine

4400 Forbes Ave.

Pittsburgh, PA 15213

Send all contracts to:

Terry Mohr

Mohr & More Media Sales

103 Ennerdale Lane

Pittsburgh, PA 15237

Phone/Fax: 412-366-2080

tdmohr@comcast.net

Production Requirements

Mechanical Sizes:

Full Page Bleed – 8 7/8" x 11 1/4"

Book Trim Size – 8 1/2" x 10 7/8"

Page Live Area – 7 1/4" x 10"

Printing Method: Offset. Standard four color process inks.

133 line screen – maximum 300% Total Coverage Area.

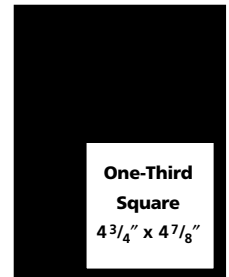
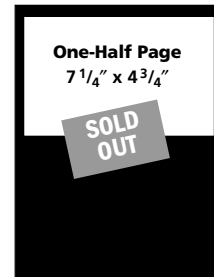
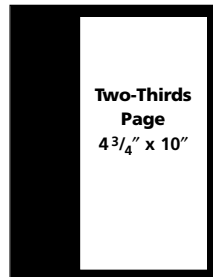
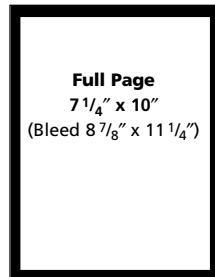
Proofs: Advertisers must provide accurate proofs. Black & white laser, color laser, or inkjet proofs are for digital ad content only.

Digital File Specs: PDFs are required.

Files received in any other format are subject to additional charges to the Advertiser.

Media: Email preferred. Zip Disk or CD-ROM accepted.

Production Charges: Any changes required in furnished materials will be billed at prevailing printer's rates. Cost for size alterations, color separations, halftone screening, ad design, and layout will be charged to the Advertiser.



2005 Closing Dates:

Issue	Distribution Date	Ad Space Close	Artwork Due
Spring	Late February	January 21	January 28
Summer	Late May	April 15	April 22
Fall	Late August	July 15	July 22
Winter	Late November	October 14	October 21

Net Advertising Rates

Black & White	1x	2x	4x
Full Page	\$1820	\$1700	\$1545
Two-Thirds Page	\$1365	\$1260	\$1075
One-Half Page	\$1075	\$965	\$845
One-Third Square	\$600	\$520	\$465
Four-Color	1x	2x	4x
Full Page	\$3035	\$2700	\$2270
Two-Thirds Page	\$1855	\$1565	\$1265
One-Half Page	\$1570	\$1275	\$1030
One-Third Square	\$1105	\$840	\$665

Cover and premium positions: Up to an additional 15%
Non-profit rate: 15% off rates listed above

For more information visit our web site at www.carnegiemuseums.org.

Carnegie Magazine

Advertising Space Agreement

Advertiser _____

Street Address _____

City _____ State _____ Zip _____

Contact Name _____

Telephone _____ Fax _____

E-mail _____

Agency Name and Address (if applicable):

Issue(s) of insertion (check all that apply):

Spring Summer Fall Winter

Ad size (check one):

- One-Third Page (square, 4 3/4" x 4 7/8")
 One-Half Page (horizontal, 7 1/4" x 4 3/4")
 Two-Thirds Page (vertical, 4 3/4" x 10")
 Full Page (7 1/4" x 10")

Ad color (check one): Four Color Black & White

Cost per issue _____

Agency Discount _____

x Number of issues _____

Total Amount due _____

Authorized by (print name) _____

Title _____

Signature _____ Date _____

Special Billing Instructions (if applicable) _____

Advertiser hereby authorizes CARNEGIE Institute to insert Advertiser's advertisement(s) in CARNEGIE magazine as indicated above. If the frequency of ads indicated above is not met, Advertiser will be short-rated.

Send all contracts to:

Terry Mohr
Mohr & More Media Sales
103 Ennerdale Lane
Pittsburgh, PA 15237

T 412.366.2080

F 412.366.2080

C 412.302.8424

E tdmohr@comcast.net

Make checks payable to Carnegie Institute and send all checks to:

Kim Tarquinio
CARNEGIE Magazine
4400 Forbes Avenue
Pittsburgh, PA 15213

Payment Terms

- Payment in full is due 30 days from invoice date. A 15 percent commission is allowed to advertising agencies on space, color, and position charges. However, no agency commission will be allowed if payment is not received within 60 days from invoice date. Production and mechanical charges, including insertion fees, are non-commissionable.
- The Publisher reserves the right to request a credit application from an Advertiser and to request pre-payment of advertising space reserved.
- The Publisher may refuse to publish future advertising if an Advertiser's account becomes delinquent.
- In the event of non-payment, Publisher reserves the right to hold an Advertiser and/or its advertising agency jointly and separately liable for such monies as are due and payable to CARNEGIE Institute.

Advertising Terms & Agreements

- CARNEGIE magazine reserves the right to review and possibly reject any advertising. Publisher also reserves the right to reduce or limit space requested by an Advertiser.
- A contract year is four (4) consecutive issues.
- Deadlines and cancellation dates are per the published Schedule of CARNEGIE magazine deadlines. Cancellations will not be accepted after the scheduled closing date for reservations, and the scheduled insertion will be billed regardless of whether the ad actually is printed in the issue.
- New materials are due at least 15 business days prior to the issue date or the publisher has permission to pick up the ad used in the previous issue.
- Requested positions are not guaranteed unless a special position premium has been paid or the position is agreed to in writing.
- CARNEGIE magazine shall be under no liability for failure, for any reason, to insert an ad.
- All Advertisers must adhere to the Mechanical Specification page contained in the CARNEGIE magazine Media Kit. Rates are based on camera-ready art or acceptable electronic materials. Any revision or special handling required for advertising materials will be billed to the Advertiser, and CARNEGIE magazine shall be under no liability for accuracy of changes requested.
- CARNEGIE magazine does not assume liability for the return of advertising material.
- Publisher is not responsible for errors in editorial or design that are found in artwork received from an Advertiser or its advertising agency or graphic designer. The Advertiser assumes liability for all content, including text and illustrations in advertising published and also assumes responsibility for any claims made against CARNEGIE magazine, including the cost of defending such a claim.
- Advertiser shall have the right to terminate this agreement upon giving CARNEGIE magazine written notice at least 30 days before it wishes to terminate said agreement.