



Commercial News

Official Export Promotion Magazine of the U.S. Commerce Department

USA

Print Advertising Rates

Display Advertising (Gross)*

4-Color

Full Page (6.83" x 9.38")	
2/3 Vertical/Horizontal (4.48" x 9.38") (6.83" x 6.21")	
1/2 Page Vertical/Horizontal (3.41" x 9.38") (6.83" x 4.69")**	
4/9 Page (4.48" x 6.21")	
1/3 Vertical/Horizontal (2.16" x 9.38") (6.83" x 3.04")	
2/9 Vertical/Horizontal (2.16" x 6.21") (4.48" x 3.04")	
1/9 (2.16" x 3.04")	

Frequency Rates

1X	3X	6X
\$7,800	\$7,410	\$7,020
\$5,760	\$5,475	\$5,185
\$4,890	\$4,650	\$4,405
\$4,020	\$3,820	\$3,620
\$3,150	\$2,995	\$2,840
\$2,180	\$2,065	\$1,950
\$1,605	\$1,490	\$1,375

Black & White

Full Page (6.83" x 9.38")	
2/3 Vertical/Horizontal (4.48" x 9.38") (6.83" x 6.21")	
4/9 Page (4.48" x 6.208")	
1/3 Vertical/Horizontal (2.16" x 9.38") (6.83" x 3.04")	
2/9 Vertical/Horizontal (2.16" x 6.21") (4.48" x 3.04")	
1/9 (2.16" x 3.04")	

1X	3X	6X
\$6,420	\$5,930	\$5,620
\$5,040	\$4,790	\$4,540
\$3,300	\$3,140	\$2,970
\$2,430	\$2,310	\$2,190
\$1,950	\$1,835	\$1,720
\$1,375	\$1,260	\$1,145

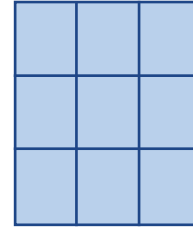
Specifications: See Page 2

Premium Cover Positions: Call for Rates and Availability

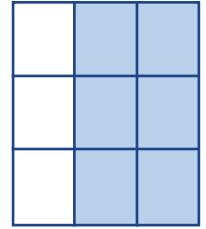
Special Sections and Promotions: Call for More Information

*15% Discount to Qualified Advertising Agencies

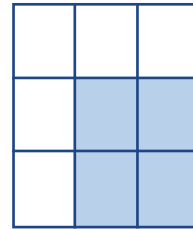
**One-Half Page Rate Applies Only to Special Sections



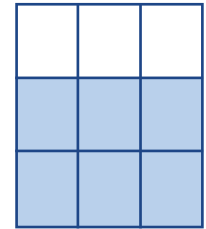
Full Page



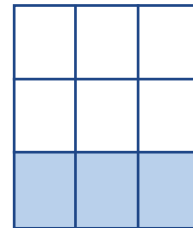
2/3 Vertical



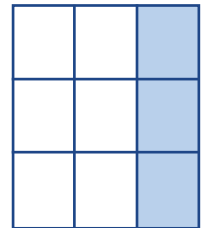
4/9



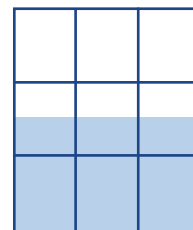
2/3 Horizontal



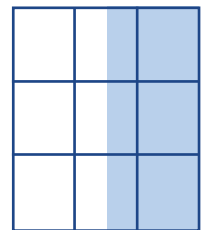
1/3 Horizontal



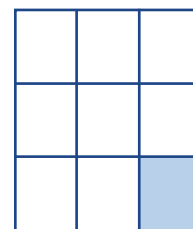
1/3 Vertical



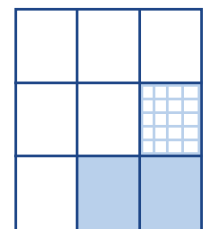
1/2 Horizontal



1/2 Vertical



1/9



2/9

Listing (Net)

4-Color

	1X	3X	6X
2/9 Vertical/Horizontal (2.16" x 6.21") (4.48" x 3.04"): 140 words*	\$1,595	\$1,495	\$1,395
1/9 (2.16" x 3.04"): 70 words*	\$1,095	\$995	\$895

Black & White

2/9 Vertical/Horizontal (2.16" x 6.21") (4.48" x 3.04"): 140 words*	\$1,395	\$1,295	\$1,195
1/9 (2.16" x 3.04"): 70 words*	\$895	\$795	\$695

*Plus contact information and graphic

Web Site Listing

- \$295
- Only Available for Print Advertisers
- Contact Information
- E-mail and Web Site Links
- Same Number of Words as Print Listing
- Logo or Photo

Web Banner Ad

- \$495/Month
- 100 X 200 Pixels

Translated Listing

- \$195 per language
- Call for Language Availability

Advertising Production Services: \$495

Closing Deadline: 60 days prior to publication

Materials Deadline: One week after closing

Call Us About Advertising in the Next Issue

ThinkGlobal Incorporated • 3 Olive Street • Northampton, MA 01060
 1-800-581-8533 • E-mail: cnusa@thinkglobal.us • www.export.gov/cnusa

Digital Requirements and Specifications

FTP Upload:

Files should be stuffed or zipped and uploaded to ftp.thinkglobal.com
Call 413-586-8588 for ftp login info.
Please do not e-mail files over 1 megabyte.
CD-ROMs may be sent to: ThinkGlobal, Production,
3 Olive Street, Northampton, MA 01060

Acceptable File Formats:

All images, photographs or display ads must be submitted as high resolution (300 dpi) TIFF or PDF files.
All PDF files and color images must be submitted in 4 Color (CMYK) format.
All black and white images must be submitted in Grayscale format.
Logos must be supplied as 4-color (CMYK) Illustrator EPS files with all text outlined.

Graphics Specifications:

For 1/9 Listings: 1" x .75" or .75" x 1"
For 2/9 Listings: 2" x 1.5" or 1.5" x 2"
For larger graphic sizes, please contact us.

File Format Guidelines:

- All spread ads should be prepared as two single ad bleed pages. (See full page bleed dimensions below)
- All ads should include a proof of the ad and a printout of the contents of each disk supplied.
- Do NOT send JPEG or GIF files. Do NOT send files in RGB. All spot colors should be converted to CMYK.
- Ads created in Microsoft Word, Microsoft Publisher, Power Point or any other word processing program will not be accepted.
- Any supplied film will be copy dot scanned at an additional cost to the advertiser.
- All display ads submitted should be suitable to print as is. ThinkGlobal Incorporated is not responsible for any errors in content.
- If files are prepared improperly and mechanical requirements are not met, ThinkGlobal Incorporated will not guarantee the reproduction of the ad, and additional production charges for the advertiser may result.

Color Guidelines:

- All supplied color guidance must meet all SWOP specifications.
- Proofs must be provided at 100% size with crop marks.
- Color laser proofs are unacceptable for color guidance on press.
- Media Labeling Requirements: Issue Date, Advertiser, Agency Name, Phone Number, Contact Person, List of Contents, and Ad Name/Number

Trim Size:

8" x 10 1/2" (Allow 1/8 inch margin for bleeds.)

Bleed Size:

8.25" x 10.75"

Live Area:

7 1/2" x 10"

Terms and Conditions

1. Rates

Display advertising, listing and online rates, as well as any additional charges, detailed on the Commercial News USA rate card are applicable to Insertion Orders for advertising placed in any print issues of the magazine or online. Published rates are subject to change without notice.

2. Earned Rate

If, during the course of the advertiser's contract term, the advertiser cancels or reduces contract space for any reason, including a rate increase, space will be rebilled at the lowest earned rate.

3. Agency Commission

15% for recognized advertising agencies on gross rates for display ads only. Listings rates are Net.

4. Payment Terms

All advertising charges for first-time advertisers require pre-payment by the Advertiser or Advertising Agency. The Insertion Order must be signed by the Advertiser or, when applicable, a representative from the Advertiser's designated Advertising Agency. Repeat advertisers can apply for Net 30 terms (from the publication date) provided a valid credit card number and signed authorization is on file with the Publisher. In the event that Advertiser's account is turned over to an attorney or collection agency for collection, the Advertiser shall pay, in addition to the total amount owed to the Publisher for advertising, a sum of 33 1/3% of the Principal for attorneys' fees and expenses and/or collection agency fees. In addition, the Advertiser agrees to pay interest charges on the total balance due, including attorneys' fees and/or collection agency fees.

5. Cancellation Policy

No cancellations accepted after the closing date. Covers are non-cancelable.

6. Position

All ads will be positioned at the Publisher's discretion, ROP, unless special positioning is requested. Additional charges may apply. The Publisher's sole obligation as to any failure or fault on its part regarding guaranteed placement shall be limited to a refund of any additional charges that may have been paid by the Advertiser or Advertising Agency.

7. Publisher's Protective Clause

By acceptance of this agreement, the Advertiser and, when applicable, the Advertising Agency, shall indemnify and hold the Publisher, its employees, agents and subcontractors free and harmless from any expenses, damages and costs (including reasonable attorney's fees) resulting in any way from Publisher's compliance with the Advertiser's Insertion Order. This includes, but is not limited to, claims of libel, violation of privacy and copyright infringement. The Publisher shall have the full right to settle any claim and to control any litigation or arbitration to which it may be party, all at the cost of the Advertiser and/or Advertising Agency who shall be deemed joint and several indemnitors. The Advertising Agency further warrants that it is authorized to bind, and does bind, the Advertiser to such indemnity jointly and severally with the Advertising Agency. The Publisher reserves the right to reject or omit any advertising for any reason and/or to discontinue publication at any time, with or without notice, or to defer or cancel the printing, publication or circulation of the magazine. The Publisher's sole obligation as to any failure or fault on its part shall be limited to a refund of charges that may have been paid by the Advertiser or Advertising Agency.

8. Copyright

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9. Eligibility

Firms supplying product and/or service information in Commercial News USA attest that their products and/or services meet the eligibility requirements of the magazine and are available for immediate export. ThinkGlobal Incorporated and the U.S. Government do not endorse any product or service, nor any company advertising in Commercial News USA, and assume no responsibility for the accuracy of this data or for the outcome of any business transaction resulting from this publication. ThinkGlobal Incorporated makes no representation concerning the quality or effectiveness of any of the products or services advertised.