

2012 / 2013 ADVERTISING RATE CARD

2724 2nd Ave • Des Moines, IA 50313
515-282-9101 • 800-367-5651 • Fax: 515-282-4483

Distribution:

We print and publish the two B2B Trade Magazines, FloorCare Professional/Central Vac Professional and the SQE Professional.

Our reader base is a tightly targeted and controlled list of independent retail dealers in the US, Canada and worldwide.

These B2B Trade Magazines are produced monthly. They are distributed to independent dealers, educators, manufacturers and distributors in the vacuum, central vacuum, sewing, embroidery, quilting, fabric, notions and accessory industries.

When you want to get the most effective reach and frequency for your advertising dollar you should be advertising in the *Floor Care Professional / Central Vac Professional and the SQE Professional*.

Press Releases and Editorial

Submit press releases, stories and photos to Managing Editor Beth Vitiritto, 2724 2nd Avenue, Des Moines, IA 50313 or e-mail to beth@vdt.com.

Advertising

Rob Heater—Director of Sales & Marketing, 800-367-5651 or e-mail rob@vdt.com.

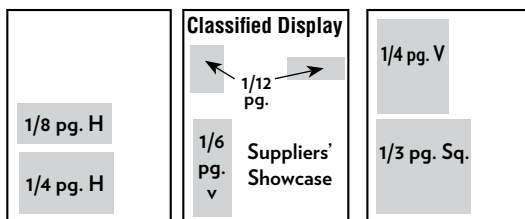
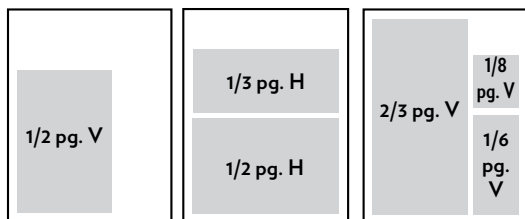
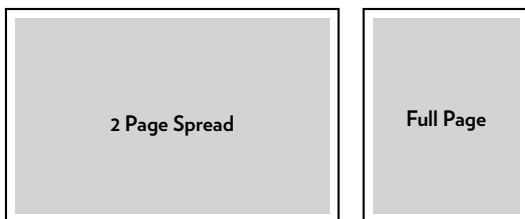
Submit ad copy to Ads@VDTA.com

2012 Closing Dates

January:	Nov. 24, 2011	July:	May 25, 2012
February:	Dec. 23, 2011	August:	June 24, 2012
March:	Jan. 25, 2012	September:	July 25, 2012
April:	Feb. 22, 2012	October:	Aug. 25, 2012
May:	Mar. 25, 2012	November:	Sept. 23, 2012
June:	April 22, 2012	December:	Oct. 25, 2012

2013 Closing Dates

January:	Nov. 24, 2012	March:	Jan. 25, 2013
February:	Dec. 23, 2012	April:	Feb. 22, 2013



Advertising Rates

Black & White Rates, Inside Magazine

	1x	3x	6x	12x
1/8 Page	\$410	\$390	\$370	\$350
1/4 Page	\$820	\$770	\$730	\$700
1/3 Page	\$990	\$930	\$890	\$850
1/2 Page	\$1,390	\$1,300	\$1,240	\$1,190
2/3 Page	\$1,750	\$1,640	\$1,550	\$1,490
1 Page	\$2,500	\$2,340	\$2,220	\$2,120
2 Page Spread	\$4,390	\$4,100	\$3,890	\$3,730

4 Color Rates, Inside Magazine

	1x	3x	6x	12x
1/8 Page	\$1,290	\$1,270	\$1,250	\$1,230
1/4 Page	\$1,700	\$1,650	\$1,610	\$1,580
1/3 Page	\$1,870	\$1,810	\$1,770	\$1,730
1/2 Page	\$2,270	\$2,180	\$2,120	\$2,070
2/3 Page	\$2,630	\$2,520	\$2,430	\$2,370
1 Page	\$3,380	\$3,220	\$3,100	\$3,000
2 Page Spread	\$5,270	\$4,980	\$4,770	\$4,610

Suppliers' Showcase				
1/6 Page approx.	\$675	\$650	\$600	\$550

Classified Display				
1/12 Page approx.	\$200	\$190	\$180	\$150

Premium Positions, 4 Color Rates

	1x	3x	6x	12x
Inside Covers & Back Cover	\$3,910	\$3,750	\$3,640	\$3,540
Page 3 & Opposite Table of Contents	\$3,740	\$3,580	\$3,470	\$3,370

2 Color Premium (Process Colors)

Add \$300 to Black and White Rates

If necessary, publisher will arrange to have basic four - color offset separations made. These are made on an individual quote basis, and extra time must be allowed for production. Call to discuss color requirements prior to production.

Online Ads on VDTA.com	1x	3x	6x	12x
728 x 90 Leader Board Banner Ad Top	750	710	690	660
250 x 250 Box Banner Ad Right	600	570	540	530
160 x 600 Banner Ad	550	520	490	470

E-Newsletter Ads	1x	3x	6x	12x
425 x 150 Leader Board Banner Ad	400	380	360	340

Ad Dimensions

2 Page Spread:	16 1/4" x 10 1/2" trimmed size	1/3 Page:	(h) 7 1/8" x 3 1/8"
	15 1/4" x 9 1/2" live matter	(s) 4 5/8" x 4 5/8"	
	16 5/8" x 10 7/8" bleed size	1/4 Page:	(h) 4 5/8" x 3"
1 Page/Cover	8 1/8" x 10 1/2" trimmed size	(v) 3 1/2" x 4 5/8"	
	7 1/8" x 9 1/2" live matter	1/6 Page:	(v) 2 1/4" x 4 7/8"
	8 1/2" x 10 7/8" bleed size	1/8 Page:	(h) 4 5/8" x 2"
2/3 Page:	(v) 4 5/8" x 9 1/2"	(v) 2 1/4" x 4 1/8"	
1/2 Page:	(h) 7 1/8" x 4 5/8"	Classified Display (h)	3 7/16" x 1 1/4"
	(v) 4 5/8" x 7"	(v)	1 5/8" x 2 5/8"
Suppliers' Showcase (v only)	2 1/4" x 4 5/8"		

Mechanical Requirements

Digital Advertising Material - Accepted Media: CD or DVD or e-mail. Digital files less than 50MB may be sent to ads@vdt.com. The publisher assumes no responsibility for files sent without a color proof.

Accepted Files: We prefer Adobe Acrobat (PDF) files. For the best quality of reproduction please be certain that all bitmaps (photos) are at least 300 dpi. Acrobat files should be created using the "High Quality" setting. At the advertisers discretion, ads may be submitted as 300 dpi (or greater) TIF files. We do not accept Microsoft Word or Microsoft Publisher for advertising. When preparing ads for print, all color must be CMYK.

Proofs: Proof should accompany all digital materials.

Photos: Digital photos must be as follows: 300 DPI at 100%, CMYK color and .TIF format. If .JPG format is used please be certain that the file was created using the highest quality setting (least amount of compression.)

Insertion Orders: Mandatory from all agencies and advertisers. Must include authorized signature.

Pick-Up Materials From Other Publications: Publisher does not have the authority to obtain duplicate or original materials from other publications. These materials should come from the advertiser or agency.

Inserts: Call for rates.

Printing Specifications: Printed sheet fed offset.

Terms & Discounts

Agency placed ads will be billed to the agency, not the advertiser. The advertiser will remain responsible for all advertising not paid by their agency. Agency discount: 15%, cash discount: 2% of net allowed only to qualified advertising for payment within 10 days of billing. Agency discount will not be allowed if invoice is not paid within 45 days of invoice date. Invoices for agency placed ads not paid within 45 days will be forwarded to advertiser for payment.

New advertisers must submit payment with their first insertion and complete a credit application. Credit references are then given individual consideration for open terms.

Open terms are net 30 days from invoice date. 2% of net discount is allowed if paid within 10 days of invoice date. No agency discounts on inserts, classified ads or printing.

A service charge of 1-1/2% will be added to all accounts over 30 days. Annual percentage rate of 18%.

Should an invoice be turned over for collection, advertiser forfeits all discounts and pays the cost of collection if incurred.

Mechanical Charges For Agency Placed Ads: Any work done on ads will be charged to agency, including line negatives, halftones, screens, reverses, additional artwork, or typesetting.

Non-Agency Advertiser: Rates include one line shot, and one halftone free for each ad. Additional production charges will be billed to advertiser, including all artwork and color separations.

Cancellations/Changes of Ads: Cancellation of advertising contracts by advertiser and/or advertising agency must be received by VDTA/SDTA, in writing, on or before the advertising deadline for the scheduled publication. If such cancellation reduces the number of advertising placements in a multiple issue contract, all placements in that contract will be rebilled at the applicable one-time advertising rate. Cancellations or changes in orders are not accepted after an issue closing date. A previously run ad will be inserted for contract advertisers whose new ad material is not received by the closing date.

Contract Conditions

Publisher reserves the right to reject or edit advertising and/or news releases inconsistent with the objectives of VDTA/SDTA. Advertisers and/or advertising agencies are responsible for all content of their advertising, news articles and news releases and assume liability for any claims against publisher arising therefrom. Publisher assumes no liability whatsoever for the content, claims or statements of the advertising and news releases it publishes. Advertiser and/or advertising agency agree to indemnify and hold harmless publisher, its staff, agents and officers against expenses, losses and legal fees resulting from publication of the contents of their advertising, articles and/or press releases. VDTA/SDTA assumes no liability for failure to print, publish or distribute any or all of an issue due to strikes, civil disruption, fire, accidents, acts of God or any circumstances beyond publisher's control. Any fees will be the responsibility of the advertiser.

Advertiser's and/or advertising agency's insertion orders or other advertising related correspondence which contain conditions, specifications or advertising rates that conflict with the information set forth in this rate card shall be regarded as in error. Publication of advertising will be done in accordance with the conditions, specifications and rates contained herein without further notice.

All advertisements are accepted and published with the understanding that all matter therein complies with all U.S. Postal regulations and other applicable federal and state laws, rules and regulations, and with the understanding that the advertiser and its agency are authorized to publish the entire contents thereof, and that all statements made therein are true. The advertiser and its agency agree to indemnify, hold the Publisher harmless from, and defend the Publisher from any and all claims or suits (including but not limited to libel, copyright infringement, invasion of privacy and plagiarism) arising out of any advertising published.

Advertisements which, in the sole judgement of the Publisher, are not immediately identifiable as such must be clearly labeled "Advertisement."

The publisher may hold the Advertiser and its advertising agency jointly and severally liable for all sums due and payable to Publisher.

The publisher's liability for any error, delay or omission for which it may be held legally responsible shall in no event exceed the cost of the space paid for and occupied by the error, and in no event shall the Publisher be liable for any loss of income, profit or any other damages resulting from the error.

The publisher cannot assume responsibility for errors or omissions in key changes.

All terms and conditions of this rate card supersede all previous rate cards.

Publisher will not guarantee placement of advertisements or editorials.

Pricing Within Ads: Advertisements should not show wholesale prices. Suggested retail prices are allowed, provided the prices are clearly and accurately marked as suggested retail prices.

Submit ads to Ads@VDTA.com

Contact Information

Advertisement/Sales

Rob Heater: Director of Sales & Marketing
rob@vdt.com

Editorial

Beth Vitiritto: Managing Editor
beth@vdt.com

Production

Marlin Graham: Vice President
marlin@vdt.com

Judy Patterson: President
judy@vdt.com