



MAKING OUR AUDIENCE YOUR CUSTOMERS



# 2015 CIO Print Advertising Rates

PRINT ADVERTISING RATES EFFECTIVE JANUARY 1, 2015

	1x	6x	12x	18x
B&W Ads, Page	\$34,070	\$33,300	\$32,920	\$32,280
Cover Ads				
Cover 2	\$57,155	\$56,660	\$56,140	\$55,520
Cover 3	\$53,850	\$53,330	\$52,570	\$52,110
Cover 4	\$60,740	\$60,710	\$59,935	\$58,440

## Color Charges

- Two-Color
  - » Additional \$5,740 (two-color indicates process color only; PMS or three-color process billed at four-color rate.)
- Four-Color
  - » Additional \$10,080
- Metallic Ink/Fifth Color (PMS)
  - » Two, three and four process colors plus metallic: B&W rate plus 4-color rate plus \$3,700 extra per page
  - » One process color plus metallic: B&W rate plus 4-color rate per page

## Premium Position Charges

- First 30 pages, 20% premium (earned page rate + color)
- Other requested position, 10% premium (earned page rate + color)

## Spreads

2 times the earned page rate

## Circulation

140,000 (controlled & paid)

## Publication Frequency

12 issues per year

## Agency Commission

15% commission to recognized agencies



For more information contact your CIO sales executive ([www.ciomediakit.com/contacts.html](http://www.ciomediakit.com/contacts.html)) or Adam Dennison, VP & Publisher, at [adennison@cio.com](mailto:adennison@cio.com) or 508-935-4087.