



A Publication of Seven Mountains Scientific, Inc.
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2008 ADVERTISING RATES

Effective with January Issue

Started in July 1996, *Advanced Fuel Cell Technology (FCT)* is a critical part of your advertising strategy to connect to potential customers and business partners within the fuel cell industry. Highly targeted, this monthly paid-subscription publication features industry changes and advances; fuel cell patents; new products; marketing news; R&D activities; upcoming meetings; book reviews; electric vehicles news; meeting reports; and technical articles.

SPACE RATES	Full-page	½-Page	1/4-Page
7-12 Times	\$550 ea.	\$360 ea.	\$230 ea.
3-6 Times	\$630 ea.	\$420 ea.	\$260 ea.
1-2 Times	\$715 ea.	\$470 ea.	\$405 ea.

COVERS (Full-page only, 12 times only, color only)	OTHER SPECIAL POSITIONS (Any size ad.)
Cover 4	Add 15% to space rates; color is extra.
Cover 2 or 3	

COLOR CHARGES	(Add to space rates, per insertion. Advertiser must supply a match print.)		
	Full-page: \$360	1/2: \$215	1/4: \$140

ADD ONLINE ADVERTISING

20% of your print ad rate for an equivalent presence in our popular online edition. See enclosed sheet for more details.

INSERTS

\$355 to \$600 for inserting 500 pre-printed brochures, flyers, or application notes into 500 FCTs.

Rate depends on weight and size.

DISCOUNTS

15% to recognized advertising agencies.

2% pre-payment discount if paid no later than copy deadline date for the first ad.

SPECIFICATIONS

FCT is based on a two-column grid and is printed on a sheet-fed press. Our printer requires a press-ready (high-resolution) PDF or TIF computer file (in PC- or Mac-based Quark, PageMaker, Illustrator, Photo Shop, InDesign, etc.

DISPLAY AD SIZES

DISPLAY AD SIZES	(All measurements are given in inches.)
Trim size	8-1/2 wide x 11 high
Full-page bleed (requires 1/8" all 4 sides)	8-3/4 x 11-1/4
Full-page image area	7-1/4 x 10
1/2-page horizontal	7-1/4 x 4-1/2
1/2-page vertical	3-1/2 x 9
1/4-page	3-1/2 x 4-1/2

CLOSING DATES

Issues	Space	Copy	Issues	Space	Copy
January	Nov. 26	Dec. 3	July	June 2	June 9
February	Jan. 2	Jan. 9	August	July 1	July 8
March	Feb. 1	Feb. 8	September	Aug. 1	Aug 8
April	Mar. 3	Mar. 10	October	Sep. 2	Sep. 9
May	Apr. 1	Apr. 8	November	Oct. 1	Oct. 8
June	May 1	May 8	December	Nov. 3	Nov. 10