

BUSINESS RESOURCE GUIDE

MECHANICAL REQUIREMENTS & PARTICIPATION RATES 2012

<p>Full Page 7.625" x 9.75" (With Border) 8.375" x 10.875" (Trim) 8.875" x 11.375" (Full Bleed*)</p> <p>4-Color Ad \$2,588</p> <p>*Full Bleed Ad Size includes a .25" bleed on all sides and at a final size of 8.875" x 11.375". We also ask that you not place anything important within .25" from the trim edge, otherwise it may be cut off.</p>	<p>2/3 Page 5" x 9.75"</p> <p>4-Color Ad \$2,082</p>	<p>1/2 Page Horizontal 7.625" x 4.75"</p> <p>4-Color Ad \$1,742</p>	
<p>1/2 Page Vertical 5" x 6.5"</p> <p>4-Color Ad \$1,858</p>	<p>1/3 Page Vertical 2.375" x 9.75"</p> <p>4-Color Ad \$1,232</p>	<p>1/3 Page Horizontal 7.625" x 3.125"</p> <p>4-Color Ad \$1,232</p> <p>1/3 Page Square 5" x 4.75"</p>	<p>1/6 Page Vertical 2.375" x 4.75"</p> <p>1/6 Page Horizontal 5" x 2.25"</p> <p>4-Color Ad \$882</p>

Outside Back Cover (Full Bleed).....	\$4,742	Profiles Of Excellence.....	\$2,722
Inside Front Cover (Full Bleed).....	\$3,514	Tab for Resource Directory.....	\$4,742
Page One (Full Bleed).....	\$3,514	Tab for Business Meetings & Restaurants.....	\$4,742
Page Two or Page Three (Full Bleed).....	\$3,386	Map – Albuquerque Metro Area.....	\$2,845
Inside Back Cover (Full Bleed).....	\$3,130	Map – Albuquerque Street Map.....	\$2,845
Opposite Table of Contents (Full Bleed).....	\$3,130		
Opposite Section Opener (Full Bleed).....	\$2,845		
Expanded Logo Listing...Restaurants/Hotels/Meeting.....	\$260		

Map Page Specifications: Width-7.25"/Length-9.0"

PRINTING: The Publication is printed by offset lithography. MECHANICAL REQUIREMENTS: The advertiser is expected to furnish appropriate camera-ready art or electronic media. (See our electronic media check list.) PRODUCTION ASSISTANCE: The Publisher will provide basic assistance in the production of all ads. LINE SCREEN: 150 line screen. SCANNING: There is no charge for scanning. AD SIZES: The first dimension shown is the horizontal width. The second is the vertical depth. AD COPY: Ad materials are due 14 days from date of contract, unless otherwise noted. Any ad material that does not accompany the contract should be forwarded to: Mail to 4801 Lang Avenue NE, Suite 110, Albuquerque, NM 87109 or Email to ads@brgnm.com.

TERMS: One-half (1/2) payment due with order. Balance due 30 days from contract. Credit card payments must be paid in full. A frequency discount of 25% on the cost of a second ad, of equal or lesser value, is available. There is a 10% charge for Guaranteed Placement.