

# unfinishedBUSINESS

Editorial Calendar  
(Effective March/April 2007 issue)



## AD DEADLINES 2007

| Issue                 | Space Reservation Date | Materials Due Date |
|-----------------------|------------------------|--------------------|
| March/April 2007      | 12-26-06               | 1-09-07            |
| May/June 2007         | 3-20-07                | 4-03-07            |
| Summer 2007*          | 7-02-07                | 7-16-07            |
| Fall 2007*            | 9-11-07                | 9-25-07            |
| January/February 2008 | 10-16-07               | 10-30-07           |

\*Summer 2007 issue will be mailed during the third week of August. Fall 2007 issue will be mailed during the first week of November. All other issues will be mailed two weeks prior to the first day of the first month of the issue.

## CREDIT AND PAYMENT REQUIREMENTS

1. Payment terms are net 30 days from invoice date. Advertisers will be charged a finance fee of 1.5% per month for all balances not paid within the 30 days, unless prior arrangements have been made with *unfinishedBUSINESS*.
2. Advertisers with poor payment history may be required to prepay for advertising.
3. All advertisers must make payments to UFA in U.S. currency. Payments in foreign currency are not accepted.
4. At the discretion of UFA, any funds received for other association programs, such as exhibit space and advertising in the UFA Membership Directory, UFA Show Program, or other publications, may first be applied to past due balances for *unfinishedBUSINESS* advertising.
5. In the event of nonpayment, UFA reserves the right to hold the advertiser and/or its advertising agency jointly and severally liable for such monies as are due and payable to the Association.
6. In the event of nonpayment or other breach, the advertiser and/or its advertising agency shall be jointly and severally liable for reasonable collection costs, including court costs and attorney's fees.
7. Rates are subject to change without notice.
8. No advertising agreement will be accepted for more than five consecutive issues.
9. Frequency discounts are earned only by written agreement in advance of the first issue's placement. A signed advertising agreement ensures the advertiser is billed the earned frequency rate based on current advertising rates.
10. Advertisers will be prorated if, within a 12-month period from the date of first insertion, they have not earned the frequency to which they committed in their advertising agreement.
11. Advertisers are responsible for ensuring the accuracy of all advertising content. *unfinishedBUSINESS* is not responsible for grammatical, spelling, or other types of errors appearing in the content of published advertisements.
12. Advertisers assume liability for all content of published advertising, and assume responsibility for all claims against *unfinishedBUSINESS* resulting from their advertisement.
13. UFA reserves the right to change credit and payment terms as necessary without prior notice.
14. Requests for specific position are not guaranteed unless position premium has been selected in the advertising agreement.
15. Verbal advertising agreements are not recognized.

## CANCELLATION POLICY

All cancellations must be made in writing to Heather Petet, *unfinishedBUSINESS*, 15000 Commerce Parkway, Mount Laurel, NJ 08054. No cancellations will be accepted after the space reservation date as specified on this rate card. After the reservation date, ads will be billed in full whether or not artwork has been submitted.

## SEND ART MATERIALS, AND EDITORIAL MATERIALS TO:

Erik Caplan, *unfinishedBUSINESS* • 15000 Commerce Parkway, Mount Laurel, NJ 08054  
Phone: 856-439-0500, extension 4224 • Fax: 856-439-0525 • E-mail: [ecaplan@ahint.com](mailto:ecaplan@ahint.com)

## ADVERTISING RATES

Bold Pricing is UFA member rate.

### FOUR COLOR

| SIZE          | 5X RATE              | 3X RATE              | 1X RATE              |
|---------------|----------------------|----------------------|----------------------|
| 2-page Spread | \$ 2550/ <b>1880</b> | \$ 2795/ <b>2065</b> | \$ 2955/ <b>2165</b> |
| Full Page     | 1580/ <b>1255</b>    | 1715/ <b>1355</b>    | 1810/ <b>1415</b>    |
| 2/3 Page      | 1350/ <b>1070</b>    | 1455/ <b>1150</b>    | 1540/ <b>1215</b>    |
| 1/2 Page      | 1115/ <b>880</b>     | 1185/ <b>925</b>     | 1290/ <b>1015</b>    |
| 1/3 Page      | 915/ <b>755</b>      | 965/ <b>775</b>      | 1070/ <b>860</b>     |
| 1/6 Page      | 800/ <b>660</b>      | 855/ <b>695</b>      | 930/ <b>755</b>      |

### BLACK & WHITE

| SIZE          | 5X RATE              | 3X RATE              | 1X RATE              |
|---------------|----------------------|----------------------|----------------------|
| 2-Page Spread | \$ 2185/ <b>1535</b> | \$ 2450/ <b>1710</b> | \$ 2610/ <b>1825</b> |
| Full Page     | 1245/ <b>905</b>     | 1370/ <b>1015</b>    | 1535/ <b>1075</b>    |
| 2/3 Page      | 1015/ <b>730</b>     | 1115/ <b>805</b>     | 1195/ <b>875</b>     |
| 1/2 Page      | 765/ <b>535</b>      | 850/ <b>595</b>      | 945/ <b>660</b>      |
| 1/3 Page      | 580/ <b>410</b>      | 620/ <b>430</b>      | 735/ <b>515</b>      |
| 1/6 Page      | 465/ <b>325</b>      | 515/ <b>360</b>      | 555/ <b>400</b>      |

### PREMIUM PAGES

| (Full page, 4-color only) | 5X RATE              | 3X RATE              | 1X RATE              |
|---------------------------|----------------------|----------------------|----------------------|
| Inside Front Cover        | \$ 1905/ <b>1515</b> | \$ 2075/ <b>1645</b> | \$ 2200/ <b>1715</b> |
| Inside Back Cover         | 1800/ <b>1435</b>    | 1965/ <b>1550</b>    | 2075/ <b>1625</b>    |
| Back Cover                | 2060/ <b>1625</b>    | 2225/ <b>1750</b>    | 2350/ <b>1850</b>    |
| Page One                  | 1905/ <b>1515</b>    | 2075/ <b>1645</b>    | 2200/ <b>1715</b>    |

### MARKET PLACE ADVERTISEMENT

Classified advertising in *unfinishedBusiness* provides yet another vehicle for companies of all sizes to reach our readers.

| SIZE                               | 5X RATE | 3X RATE | 1X RATE |
|------------------------------------|---------|---------|---------|
| 1/6, 4/C<br>(2.3" x 4.725")        | \$575   | \$625   | \$675   |
| 1/6 Black/white<br>(2.3" x 4.725") | \$325   | \$360   | \$400   |
| 1/12, 4/C<br>(2.3" x 2.3")         | \$225   | \$275   | \$325   |
| 1/12 Black/white<br>(2.3" x 2.3")  | \$115   | \$155   | \$195   |

