

# fi rate card 2012

*All 5x contract advertisers receive a free basic listing in the Resource Guide, printed in the Expo (November) issue and posted online for one year.*

B&W	1x	3x	5x
Full page	\$6,200	\$5,800	\$5,400
1/2 horiz	3,700	3,400	3,200
1/3 page	2,400	2,300	2,100
Spread	10,700	9,900	9,200

2-Color	1x	3x	5x
Full page	\$7,100	\$6,800	\$6,300
1/2 horiz	5,000	4,400	4,000
1/3 page	3,500	3,300	3,100
Spread	12,000	11,300	10,800

4-Color	1x	3x	5x
Full page	\$8,200	\$7,700	\$7,400
1/2 horiz	6,100	5,600	5,400
1/3 page	4,400	4,200	4,000
Spread	13,000	12,300	11,500

Covers			
2nd	\$10,800	\$10,300	\$9,800
3rd	10,300	9,800	9,300
4th	12,200	11,600	11,200

## FI Boca and Expo Issues

These rates apply to advertisers wishing to advertise solely in the Boca (March) and/or Expo (November) issues.

B&W	
Full page	\$6,800
1/3 page	2,800
1/2 page	4,500
Spread	12,300

2-Color	
Full page	\$8,100
1/2 page	5,750
Spread	13,800

4-Color	
Full page	\$9,500
1/3 page	5,100
1/2 page	7,000
Spread	15,000

Covers	
2nd	\$13,500
3rd	11,800
4th	14,100

Program Tab (Expo issue only)	
Tab 1	\$14,000
Tab 2	12,400
Resource Guide (Expo issue only)	
Basic Listing	\$475
Premiere Listing	850

*Bellybands, blow-in cards and other items are available. Please contact [tvitale-chan@futuresindustry.org](mailto:tvitale-chan@futuresindustry.org) for details and pricing.*

**Guaranteed Positions:** *There will be a 15% upcharge for guaranteed positions (excluding covers).*