

Challenge

THE MAGAZINE OF ECONOMIC AFFAIRS

Advertising Contact: Barbara Ladd
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Join the celebration — advertise in any issue during our 50th volume year at half off the regular rate shown below!

Space	Ad Size	General Rates			Publisher's Rates		
		1x	3x	6x	1x	3x	6x
Full page (b/w)	6" x 9"	\$750	\$675	\$635	\$500	\$450	\$425
1/2-p. horiz (b/w)	5" x 3-3/4"	400	360	340	300	270	255
Inside covers (b/w)	6" x 9"	950	864	786	700	637	579
Outside back *	6" x 9"	950	864	786	700	637	579

*Second color option: PMS 295c blue — Must send disk with original file, fonts, art, and separations.

MECHANICAL REQUIREMENTS

Trim size: 7" x 10" — no bleed.

Preferred formats: PDF or tiff files are preferred. Please • be sure to imbed fonts and art • also, advise which version of Acrobat is used • and include a proof copy of your ad. Black and white only (*back cover exception noted above*). 133-line screen. Files may be sent by email to: bladd@mesharpe.com; fax proof copy to B.Ladd at 914-273-2106. Or, send file on a disk or CD-ROM together with a proof copy to: B.Ladd, Advertising Manager, M.E.Sharpe Inc., 80 Business Park Drive, Armonk, NY 10504.

Other: Advertisers will be charged \$40 on ads sent as camera-ready or film.

CLOSING DATES

January/February: reservations: 11/15; material: 11/21
March/April: reservations: 1/15; material: 1/22
May/June: reservations: 3/15; material: 3/22
July/August: reservations: 5/15; material: 5/22
September/October: reservations: 7/15; material: 7/22
November/December: reservations: 9/15; material: 9/22

COPY AND CONTRACT REGULATIONS

Advertising is subject to publisher's approval and must conform to U.S. postal regulations for

second class publications. Advertiser assumes all liability for advertising content. Publisher reserves the right to identify as advertising all copy simulating editorial matter. Contract cancellations accepted before the closing date, except that the advertiser will be charged for publisher's actual expenses, if any, in the advertiser's behalf. Special positions awarded according to date of receipt of insertion order and are noncancellable. Advertiser and advertising agency assume liability for ad content and for any claims arising.

COMMISSIONS, DISCOUNTS, FEES

Standard 15% commission to recognized agencies is computed on space and position. Mechanical charges are noncommissionable. Mechanical costs for stripping, typesetting, AA's, etc. are billed plus 15% service charge. Rates are protected for space contracted before a rate increase takes effect if insertions are made within six months of rate increase. *First-time advertisers must prepay.* Payment should be made by check or money order in U.S. funds drawn on a U.S. bank, or with any of these major credit cards: American Express, MasterCard, and Visa.

MAILING LIST RENTAL

Contact **Thor Information Services**, P.O. Box 1167, 3032 State Road 28, Old Forge, NY 13420-1167 Tel: 315-369-3872 Fax: 315-369-2330
Email: thorshannon@frontiernet.net