

# 2007 RATES AND ALLOTMENTS GUIDE

## ADVERTISING RATE SHEET

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*Rates for the new 2007 guide are listed here. Artwork for advertising must be turned in by August 15th, 2006 for publication.*

**The rate book traditionally is used and distributed to over 800 advertising agencies, specialty media companies, plant owners, support services, and advertisers nationwide.**

**Our purpose in publishing the guide is not for profit, but to recover the cost of publication, and to benefit the industry as a whole.**

**This year we are inviting companies from outside sectors to participate, however, we are offering first preference to ESOAA members and non-members who have advertised in the rate guide in the past.**

Type	Member Cost	Non Member Cost
Market Listing- Rates (per listing)	\$150.00	\$180.00
Front Inside Cover Full Page Advertisement (Color)	\$1,500.00	\$1,800.00
Back Cover Full Page Advertisement (Color)	\$2,000.00	\$2,400.00
Back Inside Cover Full Page Advertisement (Color)	\$1,500.00	\$1,800.00
Insert Full Page Advertisement- two-sided (Color)	\$1,600.00	\$1,900.00
$\frac{3}{4}$ page = 6.25" X 7" Advertisement (Black and White)	\$400.00	\$480.00
$\frac{1}{3}$ page = 3" X 7" Advertisement (Black and White)	\$250.00	\$330.00
3 1/2" X 3" Advertisement (Black and White)	\$100.00	\$120.00 (Free with new membership)

***For more information on membership into the ESOAA please visit our web site: [www.ESOAA.com](http://www.ESOAA.com).***

***Due to the large amount of markets held by some companies we are happy to offer a special flat rate pricing of \$1200.00 to those companies with more than 8 market listings.***