

# IFW Digital Edition Advertising Rates and Specs

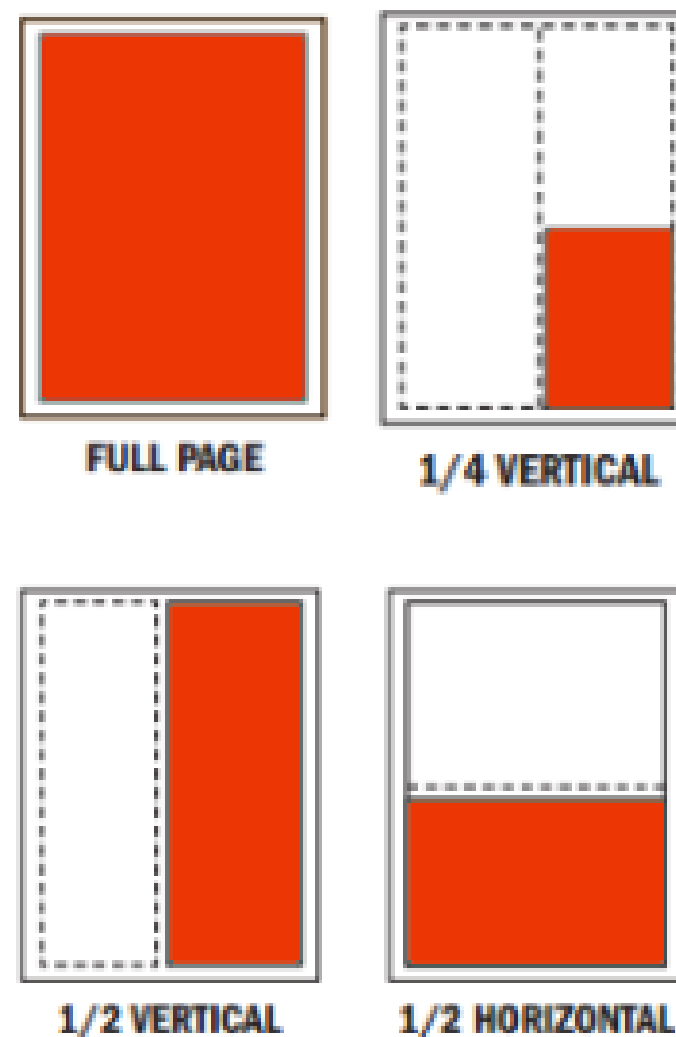
## MAGAZINE RATES AND SIZES

AD SIZE	1X	2-3X	4X
Cover 2	\$1,562	\$1,450	\$1,350
Cover 3	\$1,445	\$1,390	\$1,292
Cover 4	\$1,645	\$1,565	\$1,420
2-Page Spread	\$2,500	\$2,300	\$2,200
Full Page	\$1,412	\$1,262	\$1,212
1/2 page horizontal	\$1,087	\$1,037	\$987
1/2 page vertical	\$1,087	\$1,037	\$987
1/4 page vertical	\$862	\$812	\$730

## MECHANICAL REQUIREMENTS

### Ad Specs: Magazine

Ad Size .....	Wide-Deep
2-page spread.....	15-3/4" x 10-3/4"
Full Page .....	7-7/8" x 10-3/4"
1/2 Vertical .....	3-3/8" x 10"
1/2 Horizontal .....	7" x 4-7/8"
1/4 Vertical .....	3-3/8" x 4-7/8"



## ADVERTORIALS

Complement your 1/2 or full page with equal ad space of advertorial, published as a spread and focusing on Corporate Profile, Product Spotlight, testimonial, case study, thought leadership or industry trends.

**Full Page Advertorial \$750**  
**1/2 Page Advertorial \$350**

