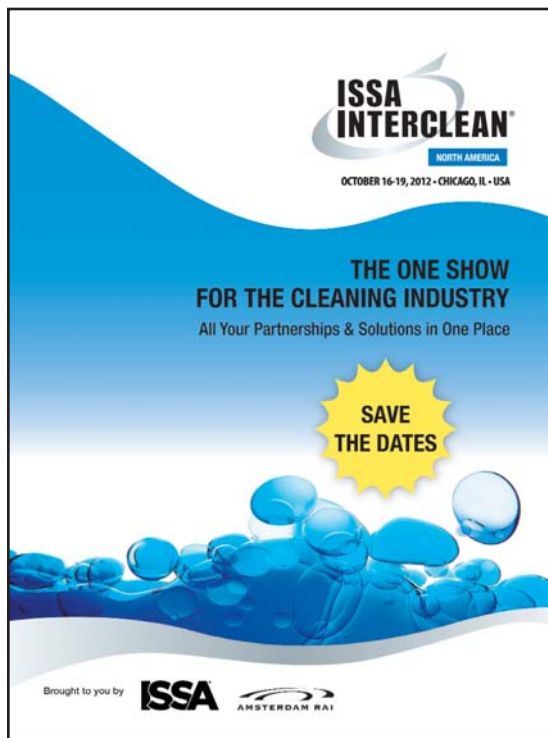


Walden's CONVENTION DAILY



A Walden-Mott Publication

OFFICIAL SHOW DAILY 2012 ADVERTISING RATES with Full Convention Coverage & Hotel Distribution



Advertising Deadline:

September 20, 2012

Editorial and Artwork Deadline:

September 28, 2012

ISSA/INTERCLEAN® Chicago, IL				
Trim size: 10 7/8" x 14 1/2"			Black & White (per insertion)	
Published October 17 th and 18 th			1X	2X
Tabloid Page*	Width x Height	10" x 13 1/2"	\$3,360	\$2,875
3/5 Page*	4 col. x 8" 3 col. x 11"	10" x 8" 7 3/8" x 11"	\$2,985	\$2,560
1/2 Page*	4 col. x 6 3/4" 3 col. x 9 1/8" 2 col. x 13 1/2"	10" x 6 3/4" 7 3/8" x 9 1/8" 5" x 13 1/2"	\$2,715	\$2,370
3/8 Page*	3 col. x 7"	7 3/8" x 7"	\$2,410	\$2,080
1/4 Page	2 col. x 7"	5" x 7"	\$1,740	\$1,495
3/16 Page	3 col. x 3 1/2" 2 col. x 5"	7 3/8" x 3 1/2" 5" x 5"	\$1,325	\$1,175
1/8 Page	2 col. x 3 1/2" 1 col. x 7 1/2"	5" x 3 1/2" 2 3/8" x 7 1/2"	\$865	\$775
1/16 Page	2 col. x 2" 1 col. x 5"	5" x 2" 2-3/8" x 5"	\$555	\$515
Inserts	8-1/2" x 11" or smaller; Not Bound In Single sheet supplied by advertiser		\$3,930	\$3,625
Color	\$1,280 per page for four-color process (CMYK) \$905 four-color charge for fractional ads (1/2 page and less) \$585 for any one color created from CMYK			

** BONUS **

Advertisers will have their company name in **bold-face** and their logo placed in the exhibitor listing section of both issues to further enhance name branding.

* Advertisers with a **3/8 page or larger ad** will receive a **FREE 3 1/8" x 3 3/4" ad** in the New Product / Exhibitor Highlights section.



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