

# IMPACT

## BUILDING & REALTY NEWS

80 Business Park Drive, Suite 309  
Armonk, NY 10504  
914.273.0730 / FAX 914.273.7051

### ADVERTISING RATES

#### FREQUENCY / AD SPACE

AD SIZE	Insertion: 1x	3x	6x	12x
Full Page (5 Cols. x 15½")	1092	1043	966	83
Junior Page (4 Cols. x 10")	914	882	883	749
Half Page (5 Cols. x 7½")	528	504	467	405
Qtr. Page (3 Cols. x 8")	338	323	299	259
Eighth Page* (2 Cols. x 5")	140	134	124	108

\*An Eighth Page is the minimum rate charge.

#### COLUMN WIDTHS

COLUMN	Inches	Picas	Decimals
One Column	1 13/16"	11	1.8125
Two Columns	3 13/16"	23	3.8125
Three Columns	5 13/16"	35	5.8125
Four Columns	7 13/16"	47	7.8125
Five Columns	9 13/16"	59	9.8125

Full page depth is 15½" - Full page width is 9 3/4" (59 picas)

#### ARTWORK REQUIREMENTS

We accept 300 dpi or greater, high resolution, PDF format, tif or eps files - either on floppy disk, CD rom or via email as an attachment. A faxed, hard copy of the ad must also accompany each ad to: 201.703.0688\*

\*MS Word documents are not acceptable as artwork.

#### CREATIVE SERVICES

If an advertiser does not have a camera-ready ad available, IMPACT will not charge for minimal copy-only ads with no variations. Additional artwork or varied designs, special effects and photographs, borders, etc. can be prepared for an additional charge of \$5 per column inch. For example:

2 col. x 5 inch ad = 10 col. inches = \$50.00  
3 col. x 8 inch ad = 14 col. inches = \$120.00

#### DEADLINES

Space reservations must be received by the 10th of the month prior to publication. Camera-ready artwork is due by the 15th of the month, prior to publication. Any ads to be created by the publisher must accompany the space reservation.

**Note:** Space cancellations are not accepted after the 15th of the month, prior to publication.

#### ADVERTISER TERMS

Payment is due within 30 days of the date of invoicing. Advertiser agrees to pay for design services, including electronic set-up, pursuant to the invoice sent after the advertisement appears. Any cancellations of advertisements must be made by the deadline before the following issue of the publication. Advertiser also agrees to pay for any insertion cancelled AFTER deadline or not provided to Impact by the deadline. Please call if you have any questions.

#### FOUR COLOR AD/ INSERTS

Four color ads and inserts are acceptable. Please contact the publisher for specific details.

**For further information or to  
place an ad, contact the  
Advertising Manager:**

**914 273-0730**