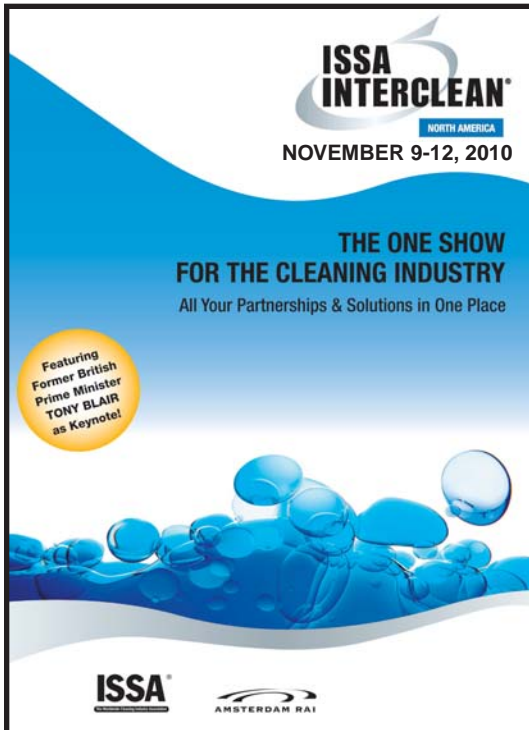


# Walden's CONVENTION DAILY



A Walden-Mott Publication

## ISSA/INTERCLEAN® 2010 Convention Coverage & Hotel Distribution



**Advertising Deadline:**

**October 1, 2010**

**Editorial and Artwork Deadline:**

**October 8, 2010**

ISSA/INTERCLEAN® ORLANDO, FL				
Advertising Rates				
Trim size: 10 7/8" x 14 1/2"			Black & White (per insertion)	
Published November 10 <sup>th</sup> and 11 <sup>th</sup>			1X	2X
Tabloid Page*	Width x Height	10" x 13 1/2"	\$3,245	\$2,780
3/5 Page*	4 col. x 8" 3 col. x 11"	10" x 8" 7 3/8" x 11"	\$2,885	\$2,475
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"	\$2,625	\$2,290
3/8 Page*	3 col. x 7"	7 3/8" x 7"	\$2,330	\$2,010
1/4 Page	2 col. x 7"	5" x 7"	\$1,680	\$1,445
3/16 Page	3 col. x 3 1/2" 2 col. x 5"	7 3/8" x 3 1/2" 5" x 5"	\$1,280	\$1,135
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"	\$835	\$750
1/16 Page	2 col. x 2" 1 col. x 5"	5" x 2" 2-3/8" x 5"	\$535	\$495
Inserts	8-1/2" x 11" or smaller; Not Bound In Single sheet supplied by advertiser		\$3,800	\$3,500
Color	\$1,235 per page for four-color process (CMYK) \$875 four-color charge for fractional ads (1/2 page and less) \$565 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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