

2005 B2B FREEMAIL CARD PAC PRICING



CARD PAC MAILINGS	CIRCULATION	B/W 3 1/2" x 5 3/8"	B/W 5 3/8" x 7"
ADVERTISING SALES & MARKETING	100,000	\$5,000	\$6,800
AMERICAN BUSINESS BUYERS	100,000	\$5,095	\$7,800
AMERICAN MANAGEMENT ASSOCIATION'S BUSINESS & HR SUCCESS	75,000	\$3,750	\$5,100
ARCHITECTURAL & DESIGN SOLUTIONS	125,000	\$6,250	\$8,500
BUILDING & CONSTRUCTION SOLUTIONS	125,000	\$6,250	\$8,500
ELSEVIER MEDICAL STANDARD & JUMBO CARDS	VARIOUS	\$50/M	\$84/M
FINANCIAL GAINS	150,000	\$7,500	\$10,200
HOME OFFICE EXCHANGE	100,000	\$5,000	\$6,800
INVESTORS ADVANTAGE	150,000	\$7,500	\$10,200
LIPPINCOTT NURSES SKILL SOURCE	100,000	\$5,000	\$6,800
MINISTRY RESOURCES	150,000	\$2,995	\$4,750
MINISTRY VALUES FOR GROWING CHURCHES	150,000	\$2,995	\$4,750
ONLINE WOODWORKERS®	100,000	\$4,100	\$5,500
PREFERRED ARCHITECTS PLATFORM	100,000	N/A	\$6,800
PREFERRED CONTRACTORS PLATFORM	100,000	N/A	\$6,800
PRINCIPAL AND SCHOOL ADMINISTRATORS POWER PAC	100,000	\$5,000	\$6,800
PTA & PTO PRESIDENTS	90,000	\$2,495	\$3,875
SCHOLASTIC COACH & ATHLETIC DIRECTOR	50,000	\$2,500	\$3,400
SCHOLASTIC INSTRUCTOR DIRECT MAGAZINE	100,000	\$5,000	\$6,800
TEACHING PRE K-8 MAGAZINE	125,000	\$6,250	\$8,500

Standard Card 3 1/2" x 5 3/8"

B/W + 2 Color \$500
B/W + 4 Color \$700

Standard Jumbo Card 5 3/8" x 7"

B/W + 2 Color \$700
B/W + 4 Color \$850

Position

#1	\$500
#2-12	\$250
#13-24	\$150
Bottom Card	\$350

Overruns

B/W, 2 Sides	\$60/M
2 Color, 1 Side	\$65/M
2 Color, 2 Sides	\$70/M
4 Color, 1 Side	\$80/M
4 Color, 2 Sides	\$85/M

Sponsorship

Back of Label Card 6 7/8" x 5 3/8"	\$60/M
Back of Label Card 6 7/8" x 2 9/16"	\$35/M
Back of Label Card w/o Advert. in Pac	\$100/M
Front of Label Card 1 1/2" x 1 1/2"	\$25/M

A/B Split & 50/50

B/W	\$350
2 Color	\$375
4 Color	\$450

Coated Stock

Inquire