

# Convenience Store News FOR THE Single Store Owner

## 2010 rates

### 4-Color Rates<sup>1</sup>

Rate Base: 65,003 (Source: Nielsen TDLinX, June 2009)

4 COLOR ONLY	1X	2X	4X	6X
FULL PAGE	\$13,520	\$12,375	\$9,360	\$8,565
1/2 PAGE	8,788	8,045	6,085	5,567
FULL PAGE SPREAD	24,336	22,276	16,848	15,416

### PREMIUM POSITIONS

COVER 4	20% premium	COVER 3	15% premium
COVER 2	20% premium	Other premium positions	10% premium



### GENERAL RATE POLICY

15% commission to recognized agencies. No commission allowed on tip-in charges, split-run charges or other production charges. No cash discounts. All past due invoices will be charged 2% per month. Agency commission forfeited after 75 days from invoice date. Advertiser and agency accept dual liability for all insertions. All of the above supercedes any terms stated in contracts and insertion orders. Frequency rate must be earned within one year from first insertion. Advertisers will be short rated and rebilled at the earned frequency rate immediately following cancellation or curtailment of space frequency contracted. The right to reject any advertising material remains the sole discretion of the publisher.

### ADVERTISING CONDITIONS

1. Publisher will pay 15% commission to recognized agencies. No commission allowed on tip-in charges, split-run charges or other production or mechanical charges. No cash discounts. Agency commission forfeited after 75 days from invoice date. Frequency rate must be earned within one year from first insertion. Advertisers will be short rated and rebilled at the earned frequency rate immediately following cancellation or curtailment of space frequency contracted.
2. The right to reject any advertising material remains the sole discretion of the publisher. Rates, conditions and space units are subject to change without notice. Positioning requests that are not paid for are not guaranteed. Publisher may reject advertisements without liability, for any reason or no reason, including those that Publisher deems inappropriate or incompatible with its standards and those that have been previously acknowledged or accepted. Publisher may place the word "advertisement" or otherwise add or delete text to or from ads, which, in Publisher's opinion, resemble editorial matter. Publisher does not accept cancellations after the publication closing date. Publisher may print any advertisement received before then and collect the full amount shown on the insertion order.
3. Payments terms are net 30 days after date of invoice. Publisher may apply payments from Advertiser or its affiliates to any other debt owed to Publisher or its affiliates. Advertiser and its affiliates shall remain liable for all outstanding sums owed to Publisher and its affiliates. Advertiser will be charged interest on all past due payments at the rate of 18% per year or the highest legal rate, whichever is lower. Advertiser, its affiliates and any applicable agency are jointly and severally liable for all payments to Publisher and its affiliates. Publisher is not bound by any terms or conditions that are unwritten or that appear on order forms, contracts, insertion orders, or copy instructions when those terms or conditions conflict with or alter any provision contained in these conditions or Publisher's rate card.
4. Advertiser and any applicable agency jointly and severally represent that they are fully authorized and licensed to use and publish (i) the names, portraits and pictures of living and dead persons, (ii) all intellectual, private and proprietary property, and (iii) all testimonials and other matter contained in any advertisement submitted by or on behalf of Advertiser, and that the advertisement is not libelous, an invasion of privacy or otherwise unlawful.
5. As part of the consideration to induce Publisher to publish advertisements, Advertiser, any applicable agency and their affiliates agree to and shall indemnify, defend and hold harmless Publisher and its affiliates from and against any and all losses, damages (including consequential, incidental, special and punitive damages), liabilities, costs, fees and expenses (including court, collection and legal fees and expenses) incurred, arising out of or related to (i) the content and publication of the advertisements and (ii) the failure of any contest related to the advertisements to comply and conform to all applicable laws, ordinances, statutes and rules.
6. Publisher's aggregate liability to Advertiser and any third parties for any and all reasons shall not exceed the amount paid by Advertiser to Publisher for the applicable advertisement. Publisher shall have no liability in all cases resulting from events that are beyond its reasonable control. In no event shall Publisher be liable to Advertiser or any other party for consequential, incidental, special or punitive damages. Publisher is not liable for errors in pubset reader service numbers, booth lines or ad indexes.

<sup>1</sup>All rates GROSS: Agency discount of 15% applicable

## ad space size

All ad material and insertion orders ship to Nielsen Business Media, Inc. Attn: Anita Wise, *Convenience Store News for the Single Store Owner*, 770 Broadway, NY, NY 10003. For production questions or insert specs: tel: 646-654-7298 • email: [anita.wise@nielsen.com](mailto:anita.wise@nielsen.com) • fax: 646-654-7318

### FULL PAGE SPREAD

Trim Size: 16" x 10-3/4"  
Live Area: 15" x 10"  
Bleed: 16-1/2" x 11"

Allow 1/4" safety in gutter

### FULL PAGE

Trim Size: 8" x 10-3/4"  
Live Area: 7" x 10"  
Bleed: 8-1/4" x 11"

### 1/2 PAGE VERTICAL

3-1/2" x  
10"

### 1/2 PAGE HORIZONTAL 7" x 4-3/4"



## DIGITAL ADVERTISING SPECIFICATIONS

Ad materials are to be supplied as digital files in the preferred PDF/X-1a:2001 format. To match the color expectations of our advertisers, Nielsen Business Media requires the PDF/X-1a:2001 file format and a SWOP proof for each ad submitted. Advertiser/agency accepts full responsibility for reproduction variations between the digital file and the printed image for ads submitted in non-preferred formats. Non-adherence to the preferred format may necessitate production fees. Nielsen Business Media is not responsible for making corrections to supplied files. Customer-supplied digital files and SWOP proofs will be retained for up to three months following publication date and then destroyed unless otherwise requested in writing.

## PDF/X-1A:2001 FILE PREPARATION

Adherence to the following guidelines in application file preparation will aid in successful file conversion:

- Create ad layouts in a professional desktop publishing program such as Adobe InDesign® or QuarkXPress™.
- Create one PDF/X-1a file per ad or ad page; spread ads may be submitted as a single file.
- Orientation: Set native application files in portrait mode at 100% with no rotations.
- Color: Define all colors as CMYK process. Unintended spot color and or Pantone colors must be converted to CMYK process. RGB, LAB and ICC based colors are not allowed. Black & white images should be saved as single channel black only before placing them into the page. Nested grayscale or nested single channel black may become 4/C when printed. Delete any unused colors.
- Images: Must be high resolution SWOP-compliant with a resolution of 300dpi for CMYK and 1200dpi for black & white images. OPI selections should be turned off. Do not nest EPS files within other EPS files. Save images in TIFF or EPS format, with no embedded color management profiles.
- Total area density for color images should not exceed SWOP standard of 300%.
- All ads must be created to bleed specification with crops (printer marks) set at trim dimensions and placed outside the bleed area. Bleed must extend 1/8" beyond trim. Keep live matter a minimum of 3/8" from trim edge.
- Type: Fonts must be embedded. Use Postscript Type 1, Open Type or TrueType fonts only. Text containing thin lines, serifs or small lettering should be restricted to one color.
- Layers within the document file must be flattened. Opacity – all objects, artwork or effects in the document should be set at a maximum of 99 percent before flattening layers.
- Generation of acceptable PDF/X-1a:2001 files is done by the output of a Postscript file (.ps) which is then distilled through Adobe Acrobat Distiller using the PDF/X-1a setting to avoid font, transparency and layering issues. It is recommended that the PDF file be certified PDF/X-1a:2001 using a PDF preflight utility like Adobe Acrobat Professional (version 6 or higher) or Enfocus PitStop.
- Direct export option out of Adobe InDesign® CS3 or later and/or QuarkXPress™ 7.0 or later can be utilized as long as the PDF/X-1a:2001 setting is used.

## PROOFING REQUIREMENTS

A SWOP certified proof is required for all color ads. Proofs must be representative of the supplied file at actual size and display a printer's color control bar. Alternative proofing formats will be used for content only. Visit [www.swop.org](http://www.swop.org) for a complete list of current certified proofing options. When calling for spot color (Pantone) usage on press, clearly indicate such on the supplied proof.

## AD SUBMISSIONS

Submit PDF/X-1a:2001 ad materials through our ad portal at [www.nielsenadservices.com](http://www.nielsenadservices.com)

- Enter user name: NBM\_SSO for *Single Store Owner*
- Enter password: NBMuser01 (case sensitive)
- Complete the job ticket and attach your PDF/X1-a:2001 file(s) and hit the Send button.
- Please allow for file(s) to complete processing.
- Provide a SWOP proof along with the insertion order and ship to production contact.
- File naming: Publication abbreviation, issue date and ad name.
  - Example: SSO\_Feb02\_KraftFoods.pdf
  - Do not exceed 50 characters in the naming convention.
  - When sending a revised file, include \_REV at the end of the file name and contact the production manager to alert of the revised submission.
  - Example: SSO\_Feb02\_KraftFoods\_REV.pdf

Files may also be provided via CD or DVD in Macintosh format: Enclose a copy of the insertion order and label the media with the following: Magazine name, issue date, advertiser, agency name, contact name and phone and file name/number. We do not return CDs. **E-mailed ad submissions are NOT acceptable.**

## MORE INFO

For more information regarding these specifications or shipping address, contact Production Manager, Anita Wise at 646-654-7298 [anita.wise@nielsen.com](mailto:anita.wise@nielsen.com).