

## S&C WEBSITE ADVERTISING RATES

### SKYSCRAPER

File size: Less than 40k Resolution: 72 ppi  
Animation: OK / Flash: OK  
Dimensions: 120 px wide x 600 px high  
Format: GIF or JPEG  
Price: \$8 per 1,000  
Minimum: 100k impressions

### RECTANGLE

File size: Less than 40k Resolution: 72 ppi  
Animation: OK / Flash: OK  
Dimensions: 300 px wide x 250 px high  
Format: GIF or JPEG  
Price: \$10 per 1,000  
Minimum: 100k impressions



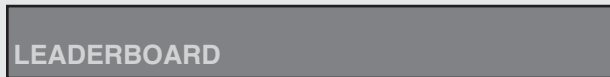
### BUTTON

File size: Less than 10k Resolution: 72 ppi  
Animation: OK / Flash: OK  
Dimensions: 88 px wide x 31 px high  
Format: GIF or JPEG  
Price: \$4 per 1,000  
Minimum: 200k impressions



### LEADERBOARD

File size: Less than 40k Resolution: 72 ppi  
Animation: OK / Flash: OK  
Dimensions: 728 px wide x 90 px high  
Format: GIF or JPEG  
Price: \$10 per 1,000  
Minimum: 100k impressions



### CUSTOMIZED E-MAIL BLASTS

Have your message reach active retail traders and professional trading executives with our e-mail advertising opportunities. Provide us with your HTML-formatted email that we will send to over 150,000 opt-in traders

Price: \$5,000 per dedicated e-mail (Subject to availability)

*Note: Above Diagrams are not shown to scale*



## MATERIALS TO BE FURNISHED

Digital ads submitted with printed proofs and colorproofs for color ads. Please contact the Advertising Production Coordinator at [Advert@Traders.com](mailto:Advert@Traders.com) for specific ad file requirements.

## CLOSINGS

Ad reservations close 50 calendar days preceding issue date. (Please see Advertising Calendar or call for deadlines.)

## INSERTS

Please inquire about insertion rates for cards, CDs, bellybands, glue tip-ins, polybags, gatefolds, and more.

## COMMISSION AND CREDIT TERMS

15% of gross billing allowed to all recognized advertising agencies provided account is paid within 30 days of invoice date and digital ads are provided. Display advertising account terms are net 30 days. Payment must accompany first order if you are a NEW ADVERTISER or if credit has not been established. Past due invoices will be assessed a 1.5% monthly charge. Multiple prepaid insertions earn an additional discount.

## CONTRACT AND COPY GUIDELINES

Publisher reserves the right to refuse copy that the publisher deems out of character or detrimental to the interests of the industry. Advertising orders are accepted subject to terms of current rate card and to changes in rates on 30 days' notice. Advertiser and advertising agencies assume complete liability for all content of advertisements printed and also assume responsibility for any claims arising therefrom made against the publisher. Advertisers will be short-rated if they do not use the amount of space upon which their billings have been based.

For a copy of our contract and copy regulations, please see our website at [Traders.com](http://technical.traders.com) in the Advertising department area, <http://technical.traders.com/content/advertising.asp>

## EXECUTION

Published monthly and one Bonus Issue (totaling 13 times a year). Issue date: First week of the month.

## TECHNICAL ANALYSIS OF STOCKS & COMMODITIES

THE TRADERS' MAGAZINE

Send all correspondence, copy, insertion orders, payments and instructions to:

### Technical Analysis, Inc.

4757 California Ave. SW • Seattle, WA 98116-4499

(206) 938-0570 • Fax (206) 938-1307

E-mail: [advert@traders.com](mailto:advert@traders.com) • [www.Traders.com](http://www.Traders.com)



## TECHNICAL ANALYSIS OF STOCKS & COMMODITIES

Rate Card #39

Effective January 2024 issue

# RATES & INFO

## DISPLAY AD RATES\*

SIZE	1 Time	3 Time	6 Time	9 Time	12 Time
1 page	8309	7976	7657	7351	7057
2/3 page	6188	5940	5703	5475	5256
1/2 page is.	5553	5331	5117	4913	4716
1/2 page	5292	5080	4877	4682	4495
1/3 page	3651	3505	3365	3230	3101
1/4 page	2562	2460	2361	2267	2176
1/6 page	1870	1795	1723	1654	1588
1/8 page	1605	1541	1479	1420	1363
1/9 page	1305	1253	1203	1155	1108
1/12 page	1192	1145	1099	1055	1013
2-page spread	10749	10319	9906	9510	9130

## CLASSIFIED AD RATES\*\*

SIZE	ADS 1 & 2	3 - 5	6 - 8	9 - 11	12 ADS
5/8"	250	225	213	200	188
3/4"	300	270	255	240	225
7/8"	350	315	298	280	263
1"	400	360	340	320	300
1 1/8"	450	405	383	360	338
1 1/4"	500	450	425	400	375
1 3/8"	550	495	468	440	413
1 1/2"	600	540	510	480	450
1 5/8"	650	585	553	520	488
1 3/4"	700	630	595	560	525
1 7/8"	750	675	638	600	563
2"	800	720	680	640	600

## ADVERTISING CALENDAR

Issue	Final Reservation	Ad Deadline
January 2024	11/13/23	11/14/23
February	12/12/23	12/13/23
March	1/15/24	1/16/24
Bonus	1/31/24	2/1/24
April	2/15/24	2/16/24
May	3/18/24	3/19/24
June	4/15/24	4/16/24
July	5/16/24	5/17/24
August	6/14/24	6/17/24
September	7/19/24	7/22/24
October	8/15/24	8/16/24
November	9/16/24	9/17/24
December	10/15/24	10/16/24
January 2025	11/13/24	11/14/24
February 2025	12/12/24	12/13/24

# TECHNICAL ANALYSIS OF STOCKS & COMMODITIES

4757 California Ave. SW, Seattle, WA 98116-4499 — (206) 938-0570

## COVERS

Second Cover .....	15% extra
Third Cover .....	10% extra
Fourth Cover .....	20% extra

## SPECIAL POSITIONS

7% extra on earned one-page rate.

## DISPLAY AD DIMENSIONS

Space	Width	Depth
2-page spread	15"	10"
A <sup>†</sup> 1 page	7"	10"
B 2/3 page	4 5/8"	9 7/8"
C1 1/2 page island	4 5/8"	7 1/4"
C2 1/2 page vertical	3 3/8"	9 7/8"
C3 1/2 page horizontal	7"	4 7/8"
D1 1/3 page vertical	2 1/4"	9 7/8"
D2 1/3 page square	4 5/8"	4 7/8"
E 1/4 page	3 3/8"	4 7/8"
F 1/6 page	2 1/4"	4 7/8"
G 1/8 page	3 3/8"	2 7/8"
H 1/9 page	2 1/4"	3"
I 1/12 page	2 1/4"	2 3/8"

## MECHANICAL REQUIREMENTS

Publication Trim Size: 8 1/8" x 10 3/4"

†Bleed Size: 8 3/8" x 11" minimum

Halftones: 150-line screen

Printing: Web offset

Binding: Saddle-stitch

\*Display advertising discounts available for 18-, 24-, 36-, 48- and 60-time insertions.

\*\*For classified ads larger than 2", please call for prices.

## AD SIZES (not position)

