

A NEW way to reach the world's most involved traders.

Since its inception in 1982, **Technical Analysis of STOCKS & COMMODITIES, The Traders' Magazine**, has become an integral part of every serious trader's repertoire.

TRADERS.COM ADVANTAGE was added in 1999 and WORKING MONEY in 2000. Both provide solid, timely, real-world information for traders and investors.

That same web-based information now reaches a highly informed audience in a portable, easy-to-read publication:



WHO READS IT?

Professional traders who are active in the markets, and carefully selected institutional traders who use technical analysis. These elite traders are:

- **SMART** Like S&C readers, 94% have attended college
- **WELL-OFF** Like S&C readers, 92% have net worth of \$100,000+
- **CONSUMERS** 86% spent \$1,000 or more on their last computer
59% spent \$20,000 or more on their last automobile
59% use First Class/Business Class when they fly
72% will take at least one international trip a year
- **COMFORTABLE WITH TECHNOLOGY** 94% were early Internet users

SOURCE: S&C reader surveys



AT THE FOREFRONT OF INVOLVED TRADERS

TRADERS.COM readers include purchasers of high-value software who are active users of the web for trading and investing. Along with these cream-of-the-crop professional traders, Traders.com's target audience includes institutional traders who are interested in technical trading. These readers are proactively seeking the newest, most effective ways to trade profitably.

EDITORIAL

TRADERS.COM is a reference for readers.

TRADERS.COM readers learn about trading from the industry's most knowledgeable writers and most active traders.

TRADERS.COM readers seek out and buy the products that will help them trade profitably!

CIRCULATION

TRADERS.COM is mailed to highly qualified readers who trade actively and professionally. They are individual and institutional traders inclined to spend heavily on trading-related materials, software, and services. They voraciously consume magazines, websites, books, radio, and television shows about trading.

CIRCULATION: 30,000 by direct mail.

AD RATES: 4/C full-page only \$2,023.00 Multiple insertion rates available.

RATE BASE: 10,000

SINGLE-ISSUE PRICE: \$7.95

FORMAT: Tabloid

2010 MAIL DATES: February 24, April 19, June 17, August 19, October 19, and December 20

WANT TO KNOW MORE? CONTACT:

Ed Schramm • ESchramm@Traders.com • (206) 938-0570 ext. 325

Chris Chrisman • CChrisman@Traders.com • (206) 938-0570 ext. 311

RATES 2010 (Rate card #8)

BLACK & WHITE RATES

SIZE	1 Time	3 Time	6 Time
One page	1392	1336	1280
2/3 page	1072	1029	986
1/2 pg island	975	936	897
1/2 page	850	816	782
1/3 page	599	575	551
1/4 page	507	487	467
1/6 page	362	347	333
1/8 page	306	294	282
1/9 page	274	263	252
1/12 page	250	240	230
2 pg. spread	2505	2405	2305

TWO-COLOR RATES

One page	1392	1336	1280
One page	1635	1579	1523
2/3 page	1315	1272	1229
1/2 pg island	1218	1179	1140
1/2 page	1093	1059	1025
1/3 page	842	818	794
1/4 page	750	730	710
1/6 page	605	590	576
1/8 page	549	537	525
1/9 page	517	506	495
1/12 page	493	483	473
2 pg. spread	2903	2803	2703

FOUR-COLOR RATES

One page	2023	1967	1911
2/3 page	1703	1660	1617
1/2 pg island	1606	1567	1528
1/2 page	1481	1447	1413
1/3 page	1230	1206	1182
1/4 page	1138	1118	1098
1/6 page	993	978	964
1/8 page	937	925	913
1/9 page	905	894	883
1/12 page	881	871	861
2 pg. spread	3574	3474	3374

ONLINE ADVERTISING RATES

Traders.com

Leader Board (728x90 pixels) \$10 CPM impressions.

Skyscraper (120x600 pixels) \$8 CPM impressions.

Square: (200x200 pixels) \$10 CPM impressions.

Button: (88x31 pixels) \$4 CPM impressions.

Additional quantity discounts available.

For information about advertising on or linking to the S&C website, please call the S&C Advertising Department at (206) 938-0570.

MATERIALS TO BE FURNISHED

Digital ads submitted with hardcopy proofs and color proofs for color ads. Please refer to our digital advertising specifications for accepted file formats.

Laser prints are not considered print-ready.

An additional charge will apply for typesetting.

CLOSINGS

Please see Advertising Calendar or call for deadlines.

INSERTS

Please inquire about insertion rates for cards, flyers, or brochures.

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 or film is 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 www.Traders.com in the Advertising department area, <http://www.traders.com/goto.html?advertising>.

EXECUTION

Published bi-monthly (totaling 6 times a year). Issue date: Third week of the month.

To advertise, contact
Ed Schramm • ESchramm@Traders.com
 or
Chris Chrisman • CChrisman@Traders.com
 Call direct (206) 938-0570

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

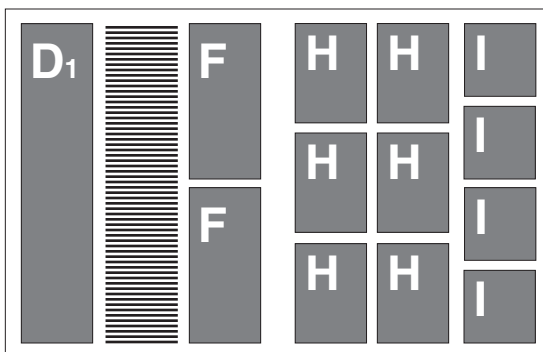
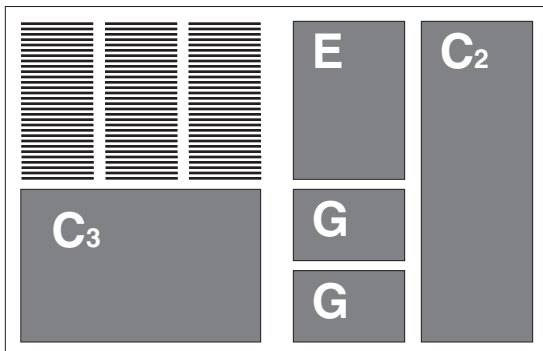
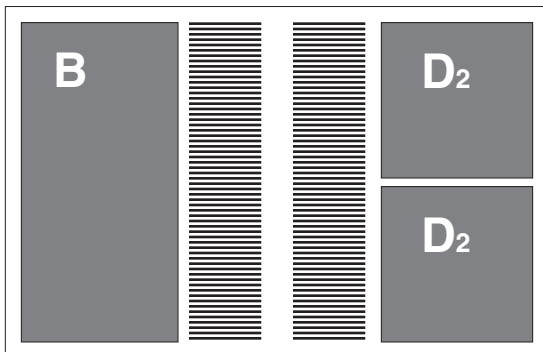
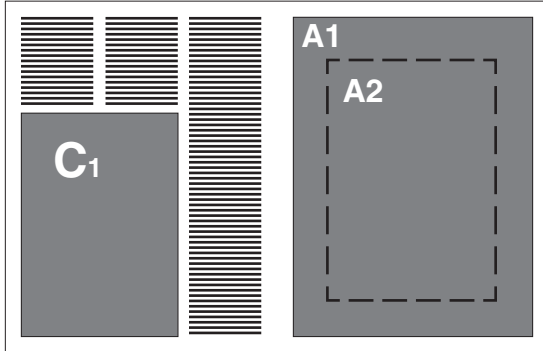
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4757 California Ave. SW • Seattle, WA 98116-4499

(206) 938-0570 • Fax (206) 938-1307

Email: Advert@Traders.com • www.Traders.com

AD SIZES (not position)



DIMENSIONS

Space		width	depth
	2-page center spread	20"	13.25"
A1	1 page	9.25"	13.25"
A2	Junior page	7"	10"
B	2/3 page	6.1"	13.05"
C1	1/2 page island	6.1"	9.5"
C2	1/2 page vertical	4.5"	13.05"
C3	1/2 page horizontal	9.25"	6.45"
D1	1/3 page vertical	3"	13.05"
D2	1/3 page square	6.1"	6.45"
E	1/4 page	4.5"	6.45"
F	1/6 page	3"	6.45"
G	1/8 page	4.5"	3.5"
H	1/9 page	3"	4"
I	1/12 page	3"	3"

SPECIAL POSITIONS

10% extra on earned rate of black & white space.
 Example: 1-pg., 4-color, 1-time rate with special position
 $\$2,023 + (10\% \times \$1,392) = \$2,162.20$

BLEEDS

No bleeds, except for gutter bleed on center spread.

MECHANICAL SPECIFICATIONS

Publication Size: 10-1/2" x 15" tabloid

Halftones: Black & White: 100-line screen
 Color: 100-line screen

Printing: Cold-set web printing on newsprint paper

Binding: Fold

ADVERTISING CALENDAR

Issue	Final Reservations	Ad Art Due	Mails To Readers (approx.)
Mar/Apr 2010	1/29/10	2/1/10	2/24/10
May/June 2010	3/25/10	3/26/10	4/19/10
July/Aug 2010	5/24/10	5/25/10	6/17/10
Sep/Oct 2010	7/27/10	7/28/10	8/19/10
Nov/Dec 2010	9/24/10	9/27/10	10/19/10
Jan/Feb 2011	11/23/10	11/24/10	12/20/10

Mechanical Specifications:

Publication Size: 10-1/2" x 15" tabloid
Full-page ad size: 9.25" x 13.25" (No bleeds)
 (For other ad sizes, see rate card)

Paper/printing: Newsprint on cold-set web

Bleeds: No bleeds, except for center gutter on center spread (for a double-truck ad or false double-truck)

Halftones: 100-line screen

Scanning resolution: 150 ppi to 200 ppi for halftones

Line art: 600 ppi

Output resolution: 1200 dpi

Newsprint standards: Please adhere to the **SNAP** (newsprint) guidelines on newspaper stock, or SWOP-Newsprint specifications. Please do not follow SWOP guidelines for glossy magazines.

Dot gain:

Expected dot gain is 35% at the midtone dot. Please set your preferences to reflect this amount of gain when you scan your image or use a photo-editing software program.

Here is a suggested guideline for dot-gain compensation for four-color ads (Tonal Area Offset):

	Cyan	Magenta	Yellow	Black
Highlight	5%	2%	2%	0
Quartertone	20%	14%	14%	0
Midtone	36%	28%	28%	10%
Shadow	60%	50%	50%	80%

Here is a suggested guideline for dot-gain compensation for black & white ads:

	Black
Highlight	5%
Quartertone	16%
Midtone	32%
Shadow	85%

Color ads:

- All color files must be in **process (CMYK) color**. All spot colors should be converted to process colors.
- **Blacks** should be built in black only rather than in four-color black or rich black.
- Please **overprint** all black type.
- **Four-color reverse type** should not be smaller than **14 point**.
- Do not use fine **hairlines** or **fine serifs**.
- Total ink coverage should not exceed **220%**.

Black & white ads:

- No hairlines. We recommend using .05 rules.
- Fine lines and serifs should not be thinner than .006".
- Shadow point for grayscale halftones should be 85%.
- Black & white ads must be submitted as black & white or grayscale; design elements left in color will print in color and will be invoiced as a color ad.

How to Submit Your File to Us:

What kind of digital files can we accept?

- PDFs distilled to press standards with embedded fonts (PDFx-1a)
- Native PageMaker 6.5 or 7.0 (for Macintosh)
- Native InDesign CS3 (for Macintosh)
- Illustrator • Photoshop
- TIFF (Tagged-Image File Format) • EPS (Encapsulated PostScript)

If submitting an application file (InDesign or PageMaker), please also send along all linked files (such as photo or image files, clip art, logos) and fonts used (both screen and printer fonts).

What kind of digital files can't we accept?

- CorelDraw, Publisher, or EPS files created from these programs.

Proofs:

Please submit a hardcopy proof with your file, or submit a color proof for color ads. If no color proof is supplied with color ads, the advertiser accepts responsibility for final print outcome.

Compressing Files:

These compression schemes are acceptable:

- Zip (.zip) • Stuffit (.sit)

Please do not use LZW or JPEG compression.

We can accept the following disk formats:

- CD-ROM • DVD

We can receive files via email or FTP:

Larger files should be sent to our FTP site:

ftp://VENDOR:SALES@ftp.traders.com

Note the URL is case-sensitive and should be typed as shown above. After sending files to our FTP site, please call Karen Moore at (206) 938-0570 ext. 312 or email **KMoore@Traders.com** when the file is done uploading.

Files under 3 megs can be sent as email attachments to:
KMoore@Traders.com