

Advertising Rate Card

2009



TOOLS OF THE TRADE magazine reaches over 50,000 residential and commercial contractors who buy and use tools on the jobsite every day. These pros are tool enthusiasts, and to find out about the latest developments in tools and equipment, they look to TOOLS OF THE TRADE.

RATES

NATIONAL ADVERTISING RATES (GROSS)

COLOR RATES	1X	2X	4X
Full Page	\$12,110	\$11,645	\$10,400
2/3 Page	\$9,685	\$9,060	\$8,090
1/2 Page Island	\$9,085	\$8,505	\$7,590
1/2 Page	\$7,270	\$6,705	\$5,985
1/3 Page	\$5,460	\$5,025	\$4,490
1/4 Page	\$4,015	\$3,810	\$3,400

COLOR

Black & White: Deduct 15% per page

2 Color Process: Deduct 10% per page

PMS Color: Add 15% per page

COVERS (NON-CANCELABLE)

Inside Front Cover	\$14,115
Inside Back Cover	\$13,425
Back Cover	\$14,915

PRODUCT LITERATURE RATES (NET)

	1X	2X	4X
1/9 Page	\$1,485	\$1,355	\$1,290
2/9 Page	\$2,130	\$1,780	\$1,730

4 PACK

Full Page	\$9,655
2/3 Page	\$6,525
1/2 Page Island	\$6,135
1/2 Page	\$4,905
1/3 Page	\$3,420
1/4 Page	\$2,405

SPECIAL ADVERTISING SECTIONS

Special sections are an important tool for branding your company or introducing new products or services. Published as run-of-press or inserts, these sections are completely dedicated to delivering your company's message. Special sections can be supplied or can be developed by Hanley Wood's special project staff. Note all special advertising sections must have "Special Advertising Section" centered in 9 point Helvetica at the top of every page.

ONLINE OPPORTUNITIES

For more information on online advertising opportunities contact your Regional Sales Manager or Ron Spink, Publisher, 202.736.3431.

CO-OP ADVERTISING

Special national or regional advertising programs are available to advertisers using co-op support. TOOLS OF THE TRADE, working with your distributors and/or dealers, will develop a customized co-op advertising program for you.

HANLEY WOOD NETWORK PROGRAM

The businesses that comprise Hanley Wood Business Media provide the information and insight professionals in the residential and commercial construction industry need to remain competitive in their fields.

The Hanley Wood Network Program provides advertisers the ability to customize their advertising program by targeting specific market segments and receiving a frequency volume discount.

All media investments in any Hanley Wood Business Media brand count toward frequency in TOOLS OF THE TRADE.

Complete information on all Hanley Wood Business Media brands can be found at hanleywood.com.

Investments must be at least a 5% increase over 2008. Call your Regional Sales Manager for more information.

REQUIRED INVESTMENT

DIAMOND

\$500,000 or more in any Hanley Wood Business Media brand.

DOUBLE PLATINUM

\$400,000 to \$499,999 in any Hanley Wood Business Media brand.

PLATINUM

\$275,000 to \$399,999 in any Hanley Wood Business Media brand.

GOLD

\$225,000 to \$274,999 in any Hanley Wood Business Media brand.

SILVER

\$175,000 to \$224,999 in any Hanley Wood Business Media brand.

BRONZE

\$125,000 to \$174,999 in any Hanley Wood Business Media brand.

CLOSING DATES

ISSUE	CLOSING
Winter	January 21, 2009
Spring	March 19, 2009
Summer	June 10, 2009
Fall	September 11, 2009
Special Issue: Jobsite Safety	September 15, 2009

SPECS & MECHANICAL INFORMATION
SPACE UNIT SPECS

NATIONAL ADVERTISING	WIDTH	DEPTH
Full Page (Trim Size)	8"	10 1/2"
Full Page (Live Area)	7 1/2"	10"
Full Page (Bleed)	8 1/4"	10 3/4"
Spread (Trim Size)	16"	10 1/2"
2/3 Page Vertical (Non Bleed)	4 1/2"	10"
1/2 Page Horizontal Spread (Non Bleed)	15"	4 5/8"
1/2 Page Horizontal Spread (Trim Size)	16"	5 1/8"
1/2 Page Island (Non Bleed)	4 1/2"	7"
1/2 Page Horizontal (Non Bleed)	7 1/2"	4 5/8"
1/2 Page Horizontal (Bleed)	8 1/4"	5 1/4"
1/2 Page Vertical (Non Bleed)	3 3/8"	10"
1/3 Page Vertical (Non Bleed)	2 1/4"	10"
1/3 Page Square (Non Bleed)	4 1/2"	4 5/8"
1/4 Page Vertical (Non Bleed)	3 3/8"	4 5/8"

Safety: 1/4" from trim on all sides
 Bleed: 1/8" to all four sides

CLASSIFIED

	WIDTH	DEPTH
1/9 Page	2 3/8"	2 7/8"
2/9 Page Horizontal	4 3/4"	2 7/8"
2/9 Page Vertical	2 3/8"	6"

AD SPECIFICATIONS

Digital materials are required and must meet SWOP standards. Please visit the Hanley Wood Web site at hanleywood.com for the latest specs, job settings, downloads and tips for PDF creation.

PDF/X-1 or PDF/X-1a files required. Files must be composite CMYK and have all fonts and images embedded. Any layers and transparencies should be flattened. All color management and OPI comments should not be included, and PDFs should be untrapped. PDF files must be in an Adobe Acrobat Distiller version 4.0 or higher. PDFs must be written from distilled postscript files and not directly out of the native application. PDFs that are written directly from an application rather than distilled are much more unstable and may cause unpredictable results. PDF files created for Web and FPO work are not high resolution and are not acceptable. Files can be uploaded to our secure Web portal adexpress.hanleywood.com or submitted on CDs.

Ads must be set up for 4/C process printing. All images must be set to CMYK and at a high resolution (300 dpi for CMYK and grayscale images and 600 DPI for line art). Images should be placed at 100% to ensure better reproduction. RGB files are not acceptable. Crop and trim marks must be offset by 1/8" so that they do not extend into bleed or live area.

A high-end digital color proof is recommended to ensure critical color matching on 4/C ads. Any furnished color proof must meet SWOP standards for a color-managed and maintained calibrated proofing system and must be printed from the supplied file. A laser is required for all B/W ads. All proofs must be provided at 100%, with trim and bleed marks indicated where applicable. If a proof is not included, the ad will be run on press to SWOP printing standards. The advertiser will assume all responsibility for any variances from SWOP and ensuring that all content is correct and in place. For more information on SWOP-approved proofing systems visit www.swop.org.

Line screen: 133.

Total dot-density should not exceed 300% in four colors.

Two-color dot density should not exceed 180%, with one color solid. SWOP standards apply.

Hanley Wood assumes no liability for content errors or color variations between the digital file and the printed image if: (1) a high-end SWOP proof is not provided; (2) the file must be converted to CMYK; or (3) any of the published digital specifications are not met. The advertiser or authorized agency is responsible for providing materials meeting Hanley Wood specs. Hanley Wood is not responsible for making corrections to supplied materials.

Materials will be stored for 13 months and then destroyed unless otherwise advised in writing by advertiser or agency. Disks will not be returned.

PRINTING INFORMATION

TOOLS OF THE TRADE is printed Web-offset and saddle-stitched. Rotation of colors: black, cyan, magenta, yellow.

Digital delivery of ad PDFs is available at adexpress.hanleywood.com. Upon submission of a PDF through this ad portal, the ad will be automatically preflighted and a confirmation of delivery will be sent to the sender and to the Hanley Wood production department. The email will include information about the PDF's preflight results. If the ad needs additional modifications to meet full PDF compliance, the advertiser will be notified and a new PDF may be required. A SWOP-approved color proof is recommended to ensure critical color matching. All PDF settings are also located at this site should assistance be needed in properly setting up a PDF file. Please contact your production representative for proper login information to the ad portal.

MATERIAL SHIPPING INSTRUCTIONS

Display advertising, including the file and color proofs, should be sent to:

TOOLS OF THE TRADE
 186 Allen Brook Lane
 Williston, VT 05495
 Attn: TOOLS OF THE TRADE Ad Traffic Manager

Ad contracts and insertion orders should be sent to:
 Attn: Ad Contracts Coordinator

TERMS & CONDITIONS

These Hanley Wood Advertising Terms and Conditions ("Terms"), together with the applicable Insertion Order ("Order"), are an agreement ("Agreement") between the advertiser/agency identified on the Order ("Customer") and Hanley Wood, LLC ("Publisher").

PAYMENT TERMS AND CONDITIONS

Payment for all space, production and position charges is due 30 days from invoice date. A 1.5% per month finance charge will be assessed on all invoices over 30 days in arrears. Customers more than 60 days in arrears on any Publisher invoice must pay all outstanding invoices or, at Publisher's discretion, submit payment with copy before any current or future insertions will be accepted. Notwithstanding any provision in an Order or other agreement to the contrary, if Customer is an agency, both agency and principal advertiser are jointly and severally liable for all payments due hereunder. If Customer is an agency, Publisher reserves the right to notify principal advertisers regarding any overdue and unpaid invoices.

All applications for credit must be submitted 45 days prior to the date of the first insertion. Credit terms are strictly enforced.

COMMISSIONS, SHORT RATES, REBATES AND FREQUENCY DISCOUNTS

If Customer is a recognized agency, a discount of 15% of gross billings is allowed on space, color and position, provided the insertion is paid within 60 days. After 60 days, no discount shall apply to any invoice, and the gross amount (including finance charges) shall be due and payable immediately.

Customer will be short-rated if, within a 12-month period from the date of the first insertion, Customer does not use the amount of space/media upon which billings have been based. Short rates will be based upon the frequency earned against published rates. Rate adjustments, if any, may be made by Publisher at its sole discretion. Rebates will be earned, and applied to billings, when, in a 12-month period following the first insertion, Customer runs sufficient space/media to qualify for the lower rate.

If there is a shortfall in impressions delivered online by Publisher, such shortfall can be made up, at Customer's option, in the period following the campaign. If there is less than a 10% discrepancy between Publisher and third party ad server counts, then the campaign will be considered to have been delivered in full.

Space billed at quoted rate will earn maximum frequency discount on all display units. Number of display units, as well as frequency of insertion, determine rates. (For example, a spread counts as two units, and six half-page units in one print issue earn 6x rate, etc.). Regional advertising counts toward national frequency; national ads for all Publisher publications count toward regional frequency.

CANCELLATIONS AND REVISIONS

Except for permitted cancellations with timely notice, Customer is fully responsible for all media purchased pursuant to this Agreement.

Print: covers, preferred and special positions are non-cancelable. For all other positions, Orders may be cancelled by Customer only upon written notice prior to the issue advertising close date. If

Customer fails to give timely notice of any permitted cancellation, then (i) cancellation is not permitted if materials have been received by Publisher, or (ii) cancellation is permitted subject to Publisher approval and Customer's payment of a \$2,000 net cancellation fee if materials have not been received by Publisher. Rate adjustments resulting from permitted cancellations, if any, will be made upon confirmation of the change in frequency. Customer is not entitled to review or revise advertisements that are received by Publisher's production department after the published close date. If new materials or material instructions are not received by the production department by the published materials deadlines, Publisher will repeat the most recent ad materials.

Online: Online space requests are not guaranteed. Firm dates and inventory assignments are based on availability at the time the order is processed by the Publisher. Final inventory assignments are available upon request. If requested online inventory is not available, the Publisher will use good faith efforts to provide reasonable alternatives, subject to the termination rights set forth in this agreement.

At any time prior to the serving of the first impression of the online campaign, Customer may cancel with 30 days prior written notice to the Publisher, without penalty. For clarity and by way of example, if Customer cancels the campaign 15 days prior to the serving of the first impression, Customer will be responsible for the first 15 days of the campaign. Upon the serving of the first impression of the campaign, Customer may cancel the campaign for any reason, without penalty, by providing Publisher written notice of cancellation which will be effective after the later of: (i) 30 days after serving the first impression of the campaign; or (ii) 14 days after providing Publisher with such written notice.

Exceptions: (i) E-Newsletter ads cancelled or rescheduled within 10 business days of scheduled launch date incur the full charge; (ii) Broadcast e-mail orders cancelled within 3 business days of delivery date incur the full charge; if cancelled 4 to 7 business days from delivery date, orders are invoiced 50% of the total cost; (iii) Recruitment services, ads, and ad placement fees will incur the full charge upon early contract termination; (iv) Web Seminar Sponsorships, Webcast Sponsorships, and Sponsor Showcase Sponsorships are non-cancellable once production begins; (v) CEU/Course Sponsorships are non-cancellable once engagement begins; (vi) HWTV Sponsorships are non-cancellable.

If Publisher does not receive online advertising materials in proper format 5 business days prior to campaign start date set forth on the Order, Publisher shall have the right, but not the obligation, without relieving customer of payment obligations under this Agreement, to replace Customer's material with either (1) an ad council PSA or (2) repeat the most recent ad materials, which replacement shall be made 5 business days after the date the Customer's creative is received in proper format by Publisher (rich media ads can take longer).

RATE POLICY, LIABILITY LIMITATIONS AND GENERAL PROVISIONS

By submitting an Order, Customer accepts these Terms. Orders are subject to these Terms. Publisher is not bound by any Order or other document that conflicts with these Terms or by any oral or written promises or representations made by its sales representatives,

and no such promises or representations have been relied on by Customer in entering into this Agreement. Any discrepancy between the price or terms set forth on an Order and Publisher's rate schedule shall be deemed a clerical error, and Customer will be charged for all advertisements in accordance with the rate schedule then in force. Uniform rates apply to all advertisers at all times.

All advertisements are accepted and published on Customer's representation that publication of the contents has been duly authorized. Customer (jointly and severally, if the Order has been submitted by an agency) will indemnify and hold harmless Publisher, its members, officers, employees, and agents, from and against any losses resulting from claims, suits, actions, demands, judgments, or orders based on the contents of subject matter of Customer's advertisement including, without limitation, allegations that such advertisements constitute libel, violation of privacy rights, plagiarism, trademark or copyright infringement.

Publisher at its sole discretion may reject advertising for any reason including, without limitation, unsuitability for the publication. Advertising copy that may be mistaken by a reader as news or other non-advertising materials must be clearly marked "Advertisement". Publisher reserves the right to add the word "Advertisement" above or near any advertisement that in Publisher's sole judgment, too closely resembles editorial content of the publication.

Publisher shall have no liability for (i) delays in delivery and/or non-delivery of its services, including publication of advertisements, whether or not the causes of such delays or non-delivery are within or beyond the control of Publisher, (ii) errors in key numbers, the Reader Service section, advertisers' index, or any type set, (iii) any corrections or changes made to any advertiser's materials, (iv) content errors or color variations between the digital file and the printed image if: (a) a high-end SWOP proof is not provided; (b) the file must be converted to CMYK; or (c) any of the published digital specifications are not met. Conversion to Publisher's requirements will be billed at Publisher's cost.

Customer will provide Publisher access to its third-party ad server reports prior to campaign launch if Customer chooses to serve the campaign from a third-party ad server.

Except for the indemnification obligations set forth in these Terms, (i) each of Customer's and Publisher's aggregate liability under this agreement shall be limited to the amounts paid (or payable) by Customer to Publisher under the Order, and (ii) neither party shall have any liability for any special, consequential, indirect, exemplary or punitive damages, regardless of whether such party has been advised of the possibility of such damages and notwithstanding any failure of essential purpose of any limited remedy.

This Agreement is governed by the laws of the District of Columbia and any dispute arising hereunder shall be subject to the exclusive jurisdiction of the Federal and District Courts located in Washington, D.C. Customer may not assign this Agreement without Publisher's written consent.

Effective 07/15/2008