

# ADVERTISING INFORMATION

## FAST COMPANY 2008 ADVERTISING RATES

EFFECTIVE: FEBRUARY 2008 ISSUE

PAID RATEBASE: 725,000

FREQUENCY: 10 ISSUES

| FOUR COLOR | 1X       |
|------------|----------|
| Page       | \$73,310 |
| Spread     | 146,610  |
| 2/3 Page   | 56,450   |
| 1/2 Horiz  | 43,250   |
| 1/3 Page   | 29,320   |

| BLACK & WHITE | 1X       |
|---------------|----------|
| Page          | \$49,110 |
| Spread        | 98,230   |
| 2/3 Page      | 37,820   |
| 1/2 Horiz     | 28,975   |
| 1/3 Page      | 19,650   |

| COVERS    | 1X       |
|-----------|----------|
| 2nd Cover | \$87,970 |
| 4th Cover | 91,630   |



**CUSTOMIZED REGIONAL SECTIONS** Various regional editions to fit advertiser's geographic marketing plans.

**PREMIUM CHARGES** No bleed charge. Special color rates available upon request.

**SPECIALTY UNITS** Rates and production specifications for gatefolds and multiple page units are available upon request.

### BILLING INFORMATION

- Commission is 15% to agencies.
- Production premiums are not commissionable or discountable.

**DISCOUNTS** Check with a FAST COMPANY account manager for frequency discounts.

**ALL RATES ARE GROSS.**

These rates and all advertising transactions are subject to Mansueto Ventures' Advertising Terms and Conditions.

"IF YOU CAN DESIGN A PRODUCT THAT APPEALS TO PEOPLE'S BRAINS AND HEARTS, YOU CAN GET THEM TO PAY A GREAT PREMIUM."  
- ALEX LEE, PRESIDENT, OXO

FAST COMPANY