

2012 advertising rate card

print ads display ad prices

Ad Size	x1	x3	x6
Full Page	\$2,100	\$1,850	\$1,750
1/2 Page	\$1,250	\$1,025	\$925
1/3 page (column, banner)	\$825	\$675	\$575

print creative requirements

Ad Size	Width x Depth
Full Page	6 ⁷ / ₈ x 8 ¹ / ₂
1/2 Page	6 ⁷ / ₈ x 4 ¹ / ₄
1/3 page column	2 ¹ / ₄ x 8 ¹ / ₂
1/3 page banner	6 ⁷ / ₈ x 2 ³ / ₄

Note: PDF File, between 512 Kb and 1 megabyte (approximately).

web-based advertising two-stage display ads

Rates	1 year	6 months	3 months
Small Box Banner	\$2,000	\$1,200	\$800
Box Banner	\$3,000	\$1,800	\$1,250
MPU	\$4,000	\$2,400	\$1,600

web creative requirements

Ad Size	Pixels	File Size
Small Box Banner	125 x 125	35K
Box Banner	275 x 125	50K
MPU	275 x 275	70K
Second Stage (see above)	475 x 300	150K

Note: JPEG file is preferred. Flash, GIF, and PNG also accepted. Images be RGB. All dimensions are width x height

To place an order, see the insertion order (page 5).

print ads

officeinsight

It's that beautiful designed.

Be sure to visit the HON showroom at NeoCo, Suite 1130

Full Page | 6 7/8 x 8 1/2

officeinsight

events

Form and Function should be one, joined in a spiritual union.

Let our ready-assured showroom staff at NeoCo

Half Page | 6 7/8 x 4 1/4

officeinsight

events

NeoCor

Xpressiv

1/3 Page Vertical | 2 1/4 x 8 1/2

officeinsight

events

Design Meets Los Angeles

NeoCor

Xpressiv

1/3 Page Horizontal | 6 7/8 x 2 1/4

web-based advertising



Small Box Banners | 125 x 125

Box Banner | 275 x 125

MPU | 275 x 275

All web advertisements are allowed a “second stage,” at no additional charge. This presents to our readers only if their cursor points at your ad for a few seconds. This second stage is a larger ad that opens in the center of the browser window when a reader’s cursor points at the ad for a few seconds. There is no additional charge but the second ad must be submitted.



Second Stage Ad | 475 x 300

NEOCON (June 13-15)

May 21
May 28
June 4
June 8
June 18
June 25

IIDEX/NeoCon Canada (September 20-21)

September 10
September 17

NEOCON EAST (October 17-18)

October 8
October 15

IFMA WORLD WORKPLACE (October 26-28)

October 17
October 24

HEALTHCARE DESIGN (November __)

November __
November __

GREENBUILD (November 14-16)

November 5
November 12

officeinsight

advertise with us...

officeinsight is the information vehicle that gives voice to the professions and businesses that create workplace design and furnishings. As a focused weekly newsletter, officeinsight is the only publication of its kind that highlights your advertising messages to the design community and those who work with it, especially during NEOCON weeks.

print ad prices

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two stage web ads

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Box Banner	\$3,000	\$1,800	\$1,250
MPU	\$4,000	\$2,400	\$1,600

To place an order

By fax

Print and fill out the insertion order, then fax to: 203.972.6512

By email

Using the insertion order pdf, fill out the form fields, then attach the pdf to an email and send to: addie@officeinsight.com

Company

Name _____

Title _____

Street _____

City _____ State _____ Zip _____

Telephone _____

Email _____

Dates to run

Sending company check Charge

Card Number _____ 3-digit security code _____

Expiration Date _____

Signature _____

Print name _____

officeinsight
24 East Avenue (#1299)
New Canaan, CT 06840

brad@officeinsight.com
T: 203.966.5008 | F: 203.972.6512

addie@officeinsight.com
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“Because the purpose of business is to create a customer, a business enterprise has two — and only two — basic functions: marketing and innovation. Marketing and innovation produce results; all the rest are costs.” — Peter Drucker

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Three-ad minimum

Ad Size	Each
Full Page	\$2,100
1/2 Page	\$1,250
1/3 page (column, banner)	\$825

Dates for NEOCON Ads are:

May 21, May 28, June 4, June 8, June 18, June 25

To place an order

Company

Name

Title

Street

City State Zip

Telephone

Email

Dates to run

Sending company check Charge

Card Number 3-digit security code

Expiration Date

Signature

Print name

By fax
Print and fill out the insertion order,
then fax to: 203.972.6512

By email
Using the insertion order pdf, fill out the
form fields, then attach the pdf to an email
and send to: addie@officeinsight.com

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