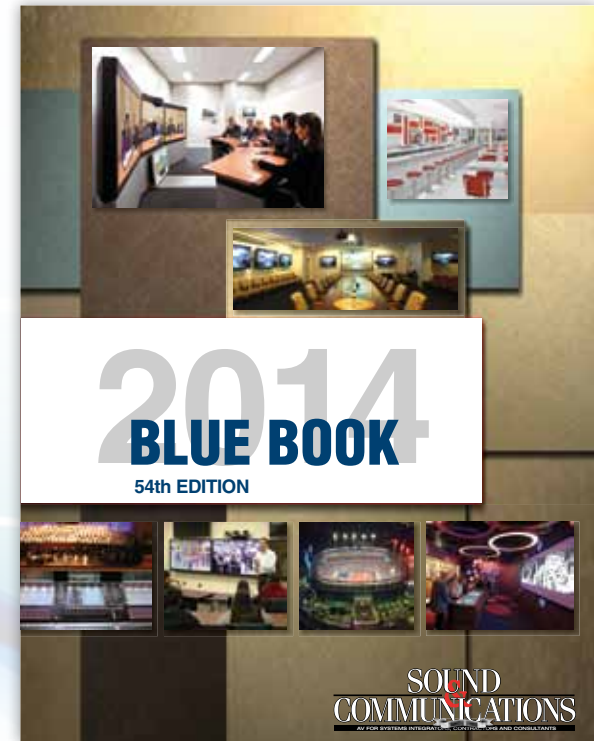


# 2015 BLUE BOOK

For nearly 60 years, *Sound & Communications* has deservedly earned the reputation for publishing the most extensive and comprehensive sourcebook serving this industry. *Blue Book* includes 41 main categories of equipment for the sound and communications industry. Specific sub-categories provide the professional with the source for a specific product. Each listing includes full contact information on each company, including web, email and toll-free numbers. And most importantly, advertising is positioned adjacent to the category it represents. No other source, print or digital, offers as much information to the AV design and installation professional as *Blue Book*.

And that's not all. Listings also include key personnel, regional representatives and a trade name index to help locate a company. A product directory helps locate specific categories of products and the companies that manufacture and distribute them. The Integrator's Calendar offers trade show dates for the new year and contact information for each trade organization.

*2015 Blue Book* is published in the first quarter of 2015 and distributed to the full readership of *Sound & Communications*. Additional copies are distributed at Digital Signage Expo and Info-Comm 2015 and copies are sold throughout the year, as well. *Blue Book* is a remarkable advertising value given this scope and the fact that ads are seen in the right place, at the right time, throughout the year. Put the power and scope of *Blue Book* to work for you!



Trim size 8 1/4" x 10 7/8"

Ad Dimensions

	Bleed	No Bleed
<b>Full page</b>	8 1/2" x 11 1/8"	7 1/4" x 9 5/8"
<b>2/3 page (vertical)</b>	5 3/8" x 11 1/8"	4 3/4" x 9 5/8"
<b>1/2 page (horizontal)</b>	8 1/2" x 5 1/2"	7 1/4" x 5"
<b>1/2 page (island)</b>		4 3/4" x 7"
<b>1/3 page (vertical)</b>	2 7/8" x 11 1/8"	2 1/4" x 9 5/8"
<b>1/3 page (square)</b>		4 3/4" x 5"
<b>1/4 page</b>		3 1/2" x 4 7/8"
<b>1/6 page</b>		2 1/4" x 5"
<b>Spread</b>	17" x 11 1/8"	15 5/8" x 9 5/8"
<b>1/2 spread</b>	17" x 5 1/2"	15 5/8" x 5"

2015 General Rates - All rates are gross with a 15% agency commission included

Blue Book 2015

	1x	6x	12x
<b>Full page</b>	\$7,005	\$6,740	\$6,325
<b>2/3 Page</b>	\$5,750	\$5,530	\$5,185
<b>1/2 Page</b>	\$4,905	\$4,715	\$4,425
<b>1/3 Page</b>	\$3,855	\$3,705	\$3,480
<b>1/4 Page</b>	\$3,150	\$3,035	\$2,845
<b>1/6 Page</b>	\$2,450	\$2,360	\$2,215
<b>Spread</b>	\$12,145	\$11,685	\$10,970
<b>1/2 Spread</b>	\$8,575	\$8,250	\$7,740
<b>1/3 Spread</b>	\$6,790	\$6,530	\$6,130

Covers

<b>Cover II</b>	20%
<b>Cover III</b>	15%
<b>Cover IV</b>	25%
<b>Other Premium Positions</b>	10%

#### COLORS

Costs are included in these rates. Additional 5th/PMS colors may be added at a cost of \$850 gross per page.

\* Please note **Blue Book** is a different size than *Sound & Communications*.