



2011 Print Advertising

Rates (3x and 6x cumulative rate totals)

Ad Size ▶	1/8 Page			1/4 Page			3/8 Page			1/2 Page			3/4 Page			Full Page			
	# of Insertions	1x	3x	6x	1x	3x	6x	1x	3x	6x	1x	3x	6x	1x	3x	6x	1x	3x	
Raytheon Events (Raytheon) Circulation: 13,000	155	465	750	248	672	1200	342	927	1656	417	1128	2016	588	1593	2844	720	1950	3480	B & W
	190	570	960	298	822	1500	407	1122	2046	492	1353	2466	668	1833	3324	810	2220	4020	4-Color
So. California Happenings (Boeing) Circulation: 8,000	136	369	660	223	606	1080	314	849	1518	377	1020	1824	542	1467	2622	675	1830	3270	B & W
	171	474	870	273	756	1380	379	1044	1908	452	1245	2274	622	1707	3102	765	2100	3810	4-Color
NGConnection Magazine (Northrop Grumman) Circulation: 7,000	118	318	570	205	555	990	273	738	1320	348	945	1686	513	1392	2484	651	1761	3150	B & W
	153	423	780	255	705	1290	338	963	1710	423	1170	2136	593	1632	2964	741	2034	3690	4-Color
Emp. Savings North Edition Circulation: 20,000	180	486	870	304	822	1470	387	1050	1872	487	1320	2358	651	1764	3150	806	2184	3900	B & W
	215	591	1080	354	972	1770	452	1245	2262	562	1545	2808	731	2004	3630	896	2454	4440	4-Color
Emp. Savings South Edition Circulation: 20,000	171	465	828	285	774	1380	365	990	1770	450	1221	2178	620	1680	3000	781	2118	3780	B & W
	206	570	1038	335	924	1680	430	1185	2160	525	1446	2628	700	1920	3480	871	2388	4320	4-Color

Rates

The above rates are for either Black & White or 4-Color ads.

If customer cancels ad prior to completing the 3x or 6x contract, they will be charged by and agree to pay OBC Publishing for discounts taken, but not earned.

Ad Design Fee

\$85.00, up to 3 iterations.
Hourly rate of \$50.00 thereafter.

We accept:  

Payment Terms

Payment is due with order. Checks are payable to OBC Publishing Company. There is a \$25.00 charge for all checks returned for non-sufficient funds. Replacement payments must be made with cash, certified check or money order only.

VISA or MasterCard accepted with authorization. OBC Publishing Company reserves the right to reject, edit or cancel any ad, at any time. Prices subject to change with 30 days written notice.

Premium Position

Contact your sales associate for availability.

Raytheon, Boeing, ES-North & ES-South:

Front or Back Cover	\$300
Inside Front Cover	\$150
Page 3 thru 7	\$100
Third-to-Last Page	\$100
Inside Back Cover	\$100

Northrop Grumman

First Full Right Hand Page of Ad Section or Inside Back Cover	\$100
First Page of Ads (3/4 page ads only) ...	\$75
Back Cover	\$300
Third-to-Last Page	\$100
Inside Back Cover	\$100

2011 Ad Deadline Dates

Subject to change without notice.


Issue:	Ad Deadline Date:	Delivery Date:
March/April.....	Wednesday, February 23	March 10
May/June	Tuesday, April 26	May 10
July/August	Tuesday, June 28	July 10
September/October	Wednesday, August 24	September 10
November/December	Tuesday, October 25	November 10
January/February...	Wednesday, December 21	January 10

obcpublishing.com



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Rates (for combined totals see reverse)

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Raytheon Events (Raytheon) Circulation: 13,000	155	140	125	248	224	200	342	309	276	417	376	336	588	531	474	720	650	580	B & W
	190	179	160	298	274	250	407	374	341	492	451	411	668	611	554	810	740	670	4-Color
So. California Happenings (Boeing) Circulation: 8,000	136	123	110	223	202	180	314	283	253	377	340	304	542	489	437	675	610	545	B & W
	171	158	145	273	252	230	379	348	318	452	415	379	622	569	517	765	700	635	4-Color
NGConnection Magazine (Northrop Grumman) Circulation: 7,000	118	106	95	205	185	165	273	246	220	348	315	281	513	464	414	651	588	525	B & W
	153	141	130	255	235	215	338	321	285	423	390	356	593	544	494	741	678	615	4-Color
Emp. Savings North Edition Circulation: 20,000	180	162	145	304	274	245	387	350	312	487	440	393	651	588	525	806	728	650	B & W
	215	197	180	354	324	295	452	415	377	562	515	468	731	668	605	896	818	740	4-Color
Emp. Savings South Edition Circulation: 20,000	171	155	138	285	258	230	365	330	295	450	407	363	620	560	500	781	706	630	B & W
	206	190	173	335	308	280	430	395	360	525	482	438	700	640	580	871	796	720	4-Color

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