

ADVERTISING POLICIES

i. PUBLISHER'S PROTECTIVE CLAUSE

By issuance of this rate card, Publisher offers, subject to the terms and conditions herein, to accept insertion orders for advertising to be published in *Workforce* and by their tendering such insertion order, the advertiser or agency shall indemnify and hold Publisher, its employees, agents and its subcontractors free and harmless from any expenses, damages and costs (including reasonable attorney's fees) resulting in any way from the Publisher's compliance with said insertion order (including but not by way of limitation, from claims of libel, violation of privacy, copyright infringement or otherwise) and Publisher shall have full right to settle any such claim and to control any litigation or arbitration as to which it may be party all at the cost of the agency or advertiser who shall be deemed joint and several indemnitors and agency warrants that it is authorized to bind, and does bind, advertiser to such indemnity jointly and severally with the agency. Publisher reserves the right, in its sole discretion, to discontinue publication at any time with or without notice, or to defer or cancel the printing, publication or circulation of any issue, or of the tendered advertising, and shall not be held liable for any failure to print, publish or circulate all or any portion of any issue or of the tendered advertising because of labor disputes involving the Publisher, the printer or others, transportation delays or embargoes, errors or omissions of employees or subcontractors, or any circumstances beyond its control. Publisher's sole obligation as to any failure or default on its part shall be limited to a refund of its charges which may have been paid to it or, at its option, to publish the tendered advertising in the next available issue. The Publisher reserves the right to accept or reject or omit any advertising for any reason. No advertising will be accepted which simulates *Workforce* editorial material. The following terms and conditions shall be deemed incorporated in every insertion order or space contract tendered to *Workforce* unless modified by written agreement signed by an officer of Crain Communications Inc. (Publisher), and shall supersede any inconsistent statements in such order or contract.

ii. PUBLICATION AND CLOSING DATES

Publisher may act on written instruction of advertiser or agency. NO CANCELLATIONS accepted after closing dates, nor is any liability assumed as to instructions received after closing date. *Workforce* is published monthly and issued the first week of cover date. Insertion orders are due in writing on or before the closing date which is the 25th of the month, two months preceding cover date, unless otherwise stated.

iii. PAYMENT TERMS

Invoices are dated as of the issue date and are due and payable upon receipt in U.S. funds drawn on a U.S. bank. Publisher looks to the advertising agency placing the insertion order for payment; however, publisher shall have the right to hold the advertising agency and the advertiser jointly and severally liable for the monies due and payable to publisher, and the agency warrants by submitting the insertion order that it and the advertiser have accepted this responsibility. Publisher will not be bound by conditions, printed or otherwise, on contracts, order blanks or instructions when such conditions conflict with its policies.

iv. AGENCY COMMISSION

15% of gross billings allowed to recognized agencies on space, color, bleed and position, provided account is paid within 30 days of invoice date. Commission not allowed on other charges, such as insert handling, special binding or trimming of inserts, reprints or other mechanical charges, and non-display classified advertising.

v. SHORT RATES AND REBATES

Advertisers will be short-rated if within a 12-month period from the date of the first insertion, they do not use the amount of space upon which their billings have been based. Advertisers will be rebated if within a 12-month period from the date of the first insertion, they have used sufficient additional space to warrant a lower rate than that at which they have been billed.

vi. GENERAL DISPLAY RATES

Frequency Rates: Number of insertions used within 12 months from the date of first insertion of contract determines frequency rate. 1/3 page is the minimum rate-holder size for earning frequency discount on larger space.

vii. INSERTS

Contact Production Department for mechanical specifications, printing requirements, shipping instructions and current postal regulations on inserts; contact Advertising Department for rates on inserts.

Business Reply Cards: Acceptable in combination with single or multiple full pages. Contact Publisher for mechanical specifications and availability.

viii. GUARANTEED POSITIONS

Full-page space can be guaranteed on a space-available basis for an additional 15%. Position surcharge is based on black-and-white costs only. Cancellations or changes in orders accepted only prior to closing date.

ix. ADDITIONAL DISCOUNT OPPORTUNITIES

Guaranteed Advertising Contract - Additional Space Credit

Frequency advertisers in *Workforce* are able to earn credit for use towards additional space, when the following conditions are met. This credit is based on the gross dollar amount of the contract.

1. A 10% additional space credit will be given to advertisers committing to at least a 12x non-cancelable contract.
2. Minimum unit size is 1/3 page.
3. Dates of specific issues must be indicated at the start of the contract.
4. Base and bonus space earned through this credit must run in the same contract year.
5. Credit can be used only after it is earned.
6. Any change in the contract after the base space has begun to run will nullify GAC, barring an increase in units purchased.

Consecutive Page Discount - 10%

This discount applies to three or more full page units which run consecutively in a single issue of *Workforce*.



2003 General Display Advertising

RATE CARD

Advertising Policies
Production Specifications



Rate Card No. 40
Effective January 1, 2003

PRODUCTION SPECIFICATIONS

1. PRODUCTION GUIDELINES

- All advertising should be provided in a digital format.
- The preferred method of receiving digital ads are in a PDF format (acrobat 3 compatible). A TIFF file is also acceptable for fractional advertisements. If sending a file type other than PDF or TIFF, please contact the Production Department at (323) 370-2459.
- Embedded images must be a minimum of 300 ppi (pixels per inch).
- Color images must be CMYK.
- All fonts (either Postscript or True Type) must be embedded.
- Files containing RGB or LAB images will not be accepted.

Files can be uploaded at www.crain.com by going to the "Digital Ad Central" link. After you have uploaded your file please email material@workforce.com. Please include the name of your file along with contact information. Please fax a copy of the ad to (323) 370-2490 attention: *Workforce*.

Four Color Advertisements: To assist our printer in obtaining a good press match on a web offset press it is important to follow general industry guidelines when preparing files and proofs. Go to our website at www.crain.com/digital_ad for further info.

Two Color Advertisements: Standard AAA and ABP process colors are solid traps using process inks and are available at Standard Color Rate.

- Blue - 100% process cyan.
- Magenta - 100% process magenta.
- Yellow - 100% process yellow.
- Red - 100% process magenta and 100% process yellow.
- Green - 100% process cyan and 100% process yellow.

2. COLOR RATES

Metallic Colors: Extra per page over space costs \$1,340.

3. BLEED ADS

Acceptable in full spreads and full pages only. Gutter bleed acceptable on fractional-unit spreads meeting minimum space requirements. No extra charge.

4. MECHANICAL INFORMATION

- Publication Trim Size: 8 1/8" x 10 7/8"
- Publication Live Matter: 7" x 10" on full pages
- Bleed Size: 8 3/8" x 11 1/8"
- Printing: Web offset
- Binding: Perfect bound

5. FILE PREPARATION

The following recommendations are offered as general industry guidelines for preparing files and proofs that will assist our printer in obtaining a good press match on our web offset press:

- 120 line screen is recommended, not to exceed 133 line screen.
- Maximum density in any one area, all colors, should not exceed 300%, with one solid color.
- Preferred proofs are Kodak Approvals or Iris proofs prepared 5-7% heavier than the file to simulate press gain and ink coverage to our web offset printer.
- Color lasers or low quality ink jet prints are not acceptable for color guidance.
- Follow AAAA/ABP/MPA recommended standards for process ink color formulations.
- Recommended proofing stock is a 60 lb basis weight of 70 (nominal) brightness.

Advertisements supplied to Crain without an acceptable color proof will be printed to SWOP standards. The Printer and/or Publisher cannot be held liable for color complaints when files are submitted without an acceptable color proof.

6. AD SPACE AVAILABLE

Space Size	Width	x	Depth
Spread	16 3/4"	x	11 1/8"
Full page	7"	x	10"
2/3 page	4 5/8"	x	9 3/4"
1/2 page island	4 5/8"	x	7 1/4"
1/2 page horizontal	7"	x	4 5/8"
1/3 page vertical	2 1/4"	x	9 3/4"
1/3 page square	4 5/8"	x	4 5/8"

Classified Space Size	Width	x	Depth
1/3 page vertical	2 1/4"	x	9 3/4"
1/3 page square	4 5/8"	x	4 5/8"
1/4 page	3 3/8"	x	4 5/8"
1/6 page	2 1/4"	x	4 5/8"
1/12 page	2 1/4"	x	2 1/4"
1/24 page	1 1/8"	x	2 1/4"

Product Info

Includes color logo or product shot, up to 10-word headline, 75 words of text, company name & contact information and web address.

7. SEND MATERIALS TO:

Production Manager
Workforce
 6500 Wilshire Blvd., Suite 2300
 Los Angeles, CA 90048
 Email: material@workforce.com

2003 GENERAL DISPLAY RATES

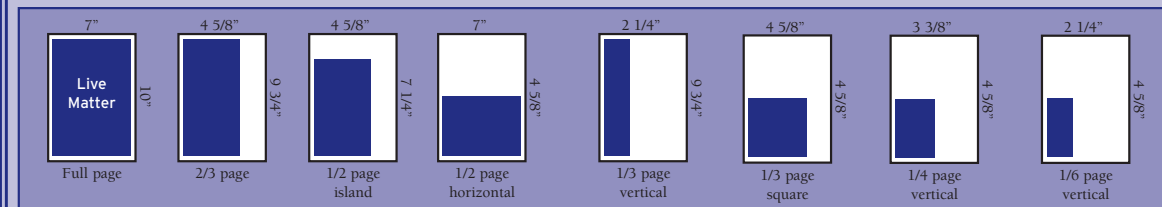
	1x	4x	6x	9x	12x	18x	24x	36x	48x
B&W									
Spread	12350	11740	11220	10920	10490	9990	9640	9390	9140
Full page	6175	5870	5610	5460	5245	4995	4820	4695	4570
2/3 page	4925	4680	4485	4360	4185	3995	3840	3705	3580
1/2 page (isl.)	4665	4425	4240	4125	3955	3785	3640	3460	3335
1/2 page (horiz.)	4095	3890	3735	3625	3475	3315	3190	3025	2900
1/3 page	3150	2990	2865	2785	2680	2550	2450	2285	2160
4 COLOR									
Spread	14120	13520	13000	12700	12270	11780	11430	11180	11100
Full page	8210	7905	7645	7495	7280	7030	6855	6730	6705
2/3 page	6435	6190	5995	5870	5695	5505	5350	5215	5090
1/2 page (isl.)	6175	5935	5750	5635	5465	5230	5150	4970	4845
1/2 page (horiz.)	5605	5400	5245	5135	4985	4825	4700	4535	4410
1/3 page	4660	4500	4375	4295	4190	4060	3960	3795	3670
COVER (4/C)									
C2	9850	9490	9175	8995	8735	8440	8225	8075	8045
C3	9440	9090	8790	8620	8375	8085	7885	7740	7710
C4	10260	9880	9555	9370	9100	8790	8570	8415	8380

CLASSIFIED RATES

	1x	4x	6x	9x	12x	18x	24x	36x	48x
1/3 page	2380	2260	2170	2110	2030	1930	1850	1730	1630
1/4 page	1850	1750	1690	1640	1570	1500	1450	1310	1210
1/6 page	1480	1400	1350	1310	1260	1200	1150	1030	930
1/12 page	790	740	710	690	660	630	600	530	470
1/24 page	425	400	390	380	360	340	330	290	260

PRODUCT INFO RATES

Per ad	1850	1750	1690	1640	1570	1500	1450	1310	1210
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SPECIAL AD PROGRAMS

Success Stories

Success Story Two-Page Spread: \$12,315 (gross)
 Your Success Story 2003 program includes:

- One full-page, four-color display ad in *Workforce* magazine.
- One full-page, four-color Success Story including a picture of your client company.
- 500 FREE four-color, two-sided reprints of your Success Story.

Success Story Only: \$8,210 (gross)

- One full-page, four-color Success Story including a picture of your client company.
- 500 FREE four-color reprints of your Success Story.

Issues:
 July
 December

Workforce Product Showcase

Full-Page Product Showcase: \$10,675 (gross)

- Your Product Showcase 2003 program includes:
- One full-page advertorial with your company logo or product shot, 325 words of copy and contact information.
 - One full-page, four-color advertisement to run next to your advertorial.
 - 500 FREE four-color, two-sided reprints of your Product Showcase.

Half-Page Product Showcase: \$8,210 (gross)

- Half-page advertorial with your company logo or product shot, 175 words of copy and contact information.
- One half-page, four-color advertisement to run with your advertorial.
- 250 FREE four-color, reprints of your Product Showcase.

Issues:
 February: Recruitment & Staffing
 April: E-Learning
 May: Internet Solutions
 June: Employee Benefits
 August: Recognition & Incentives
 September: Training & Development
 October: HRMS Systems