

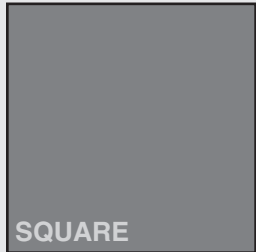
S&C WEBSITE ADVERTISING RATES

SKYSCRAPER

File size: Less than 17k Resolution: 72 ppi
Animation: OK / Flash: OK
Dimensions: 120 px wide x 600 px high
Format: GIF or JPEG
Price: \$8 per 1,000
Minimum: 100k impressions

SQUARE

File size: Less than 15k Resolution: 72 ppi
Animation: OK / Flash: OK
Dimensions: 200 px wide x 200 px high
Format: GIF or JPEG
Price: \$10 per 1,000
Minimum: 100k impressions



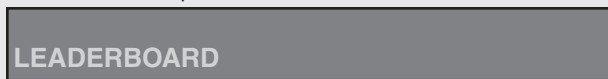
BUTTON

File size: Less than 2k Resolution: 72 ppi
Animation: OK / Flash: OK
Dimensions: 88 px wide x 31 px high
Format: GIF or JPEG
Price: \$4 per 1,000
Minimum: 200k impressions



LEADERBOARD

File size: Less than 17k Resolution: 72 ppi
Animation: OK / Flash: OK
Dimensions: 728 px wide x 90 px high
Format: GIF or JPEG
Price: \$10 per 1,000
Minimum: 100k impressions



Note: above diagrams are not shown to scale

MATERIALS TO BE FURNISHED

Digital ads submitted with printed proofs and colorproofs for color ads. Please contact the Advertising Production Coordinator at Advert@Traders.com for specific ad file requirements.

CLOSINGS

Ad reservations close 50 calendar days preceding issue date.
(Please see Advertising Calendar or call for deadlines.)

INSERTS

Please inquire about insertion rates for cards, CDs, bellybands, glue tip-ins, polybags, gatefolds, and more.

COMMISSION AND CREDIT TERMS

15% of gross billing allowed to all recognized advertising agencies provided account is paid within 30 days of invoice date and digital ads are provided. Display advertising account terms are net 30 days. Payment must accompany first order if you are a NEW ADVERTISER or if credit has not been established. Past due invoices will be assessed a 1.5% monthly charge. Multiple prepaid insertions earn an additional discount.

CONTRACT AND COPY GUIDELINES

Publisher reserves the right to refuse copy that the publisher deems out of character or detrimental to the interests of the industry. Advertising orders are accepted subject to terms of current rate card and to changes in rates on 30 days' notice. Advertiser and advertising agencies assume complete liability for all content of advertisements printed and also assume responsibility for any claims arising therefrom made against the publisher. Advertisers will be short-rated if they do not use the amount of space upon which their billings have been based.

For a copy of our contract and copy regulations, please see our website at www.Traders.com in the Advertising department area, <http://www.traders.com/goto.html?advertising>.

EXECUTION

Published monthly and one Bonus Issue (totaling 13 times a year).
Issue date: First week of the month.



TECHNICAL ANALYSIS OF STOCKS & COMMODITIES

THE TRADERS' MAGAZINE

Send all correspondence, copy, insertion orders, payments and instructions to:

Technical Analysis, Inc.

4757 California Ave. SW • Seattle, WA 98116-4499

(206) 938-0570 • Fax (206) 938-1307

E-mail: advert@traders.com • www.Traders.com

TECHNICAL ANALYSIS OF STOCKS & COMMODITIES

Rate Card #27

Effective January 2012 issue

RATES & INFO

DISPLAY AD RATES*

SIZE	1 Time	3 Time	6 Time	9 Time	12 Time
One page	8718	8369	8034	7713	7404
2/3 page	6492	6233	5983	5744	5514
1/2 page is.	5826	5593	5369	5154	4948
1/2 page	5552	5330	5117	4912	4716
1/3 page	3831	3678	3531	3389	3254
1/4 page	2688	2581	2477	2378	2283
1/6 page	1962	1883	1808	1736	1666
1/8 page	1684	1617	1552	1490	1431
1/9 page	1369	1314	1262	1211	1163
1/12 page	1251	1201	1153	1107	1063
2-pg spread	12816	12303	11811	11339	10885

CLASSIFIED AD RATES**

SIZE	ADS 1 & 2	3 - 5	6 - 8	9 - 11	12 ADS
5/8"	250	225	213	200	188
3/4"	300	270	255	240	225
7/8"	350	315	298	280	263
1"	400	360	340	320	300
1 1/8"	450	405	383	360	338
1 1/4"	500	450	425	400	375
1 3/8"	550	495	468	440	413
1 1/2"	600	540	510	480	450
1 5/8"	650	585	553	520	488
1 3/4"	700	630	595	560	525
1 7/8"	750	675	638	600	563
2"	800	720	680	640	600

ADVERTISING CALENDAR

Issue	Final Reservation	Ad Deadline
January 2012	11/11/11	11/14/11
February	12/12/11	12/13/11
March	1/12/12	1/13/12
Bonus	1/27/12	1/30/12
April	2/13/12	2/14/12
May	3/15/12	3/16/12
June	4/17/12	4/18/12
July	5/14/12	5/15/12
August	6/13/12	6/14/12
September	7/17/12	7/18/12
October	8/14/12	8/15/12
November	9/14/12	9/17/12
December	10/16/12	10/17/12
January 2013	11/13/12	11/14/12
February	12/13/12	12/14/12

TECHNICAL ANALYSIS OF STOCKS & COMMODITIES

4757 California Ave. SW, Seattle, WA 98116-4499 — (206) 938-0570

COVERS

Second Cover	15% extra
Third Cover	10% extra
Fourth Cover	20% extra

SPECIAL POSITIONS

7% extra on earned one-page rate.

DISPLAY AD DIMENSIONS

Space	width	depth
2-page spread	15"	10"
A 1 page	7"	10"
B 2/3 page	4 5/8"	9 7/8"
C1 1/2 page island	4 5/8"	7 1/4"
C2 1/2 page vertical	3 3/8"	9 7/8"
C3 1/2 page horizontal	7"	4 7/8"
D1 1/3 page vertical	2 1/4"	9 7/8"
D2 1/3 page square	4 5/8"	4 7/8"
E 1/4 page	3 3/8"	4 7/8"
F 1/6 page	2 1/4"	4 7/8"
G 1/8 page	3 3/8"	2 7/8"
H 1/9 page	2 1/4"	3"
I 1/12 page	2 1/4"	2 3/8"

MECHANICAL REQUIREMENTS

Publication Trim Size: 8 1/8" x 10 3/4"
 Bleed Size: 8 3/8" x 11" minimum
 Halftones: 150-line screen
 Printing: Web offset
 Binding: Perfect-bound

*Display advertising discounts available for 18-, 24-, 36-, 48- and 60-time insertions.

**For classified ads larger than 2", please call for prices.

AD SIZES (not position)

