2009 ADVERTISING RATES

(Effective January 2009)

Response Magazine Print Advertising

DISPLAY ADVERTISING (GROSS)

	1X	3X	6X	12X	18X	24X
Spread	$10,394	$10,082	$9,780	$9,486	$9,202	$8,926
Full-Page	$5,471	$5,306	$5,147	$4,993	$4,843	$4,698
1/2-page	$3,581	$3,473	$3,369	$3,268	$3,170	$3,075
1/3-page	$2,553	$2,476	$2,402	$2,330	$2,260	$2,192
1/4-page	$2,052	$1,990	$1,930	$1,873	$1,816	$1,762
1/6-page	$1,216	$1,179	$1,144	$1,110	$1,076	$1,044

Cover 2: add 15% • Cover 3: add 15% • Cover 4: add 20%
Preferred Position: add 10%

CLASSIFIED ADVERTISING
PER INCH (NET)

	1X	3X	6X	12X	18X	24X
Per Inch	$215	$205	$195	$185	$175	$168

Classified advertising column width = $3^3/_8$". (Price is for vertical inch.)

To advertise with Response, contact:

John Yarrington
Publisher
(714) 338-6724
jyarrington@questex.com

Adam Carrillo
National Account Executive
(714) 338-6723
acarrillo@questex.com

Kurt Wohlman
Classified Advertising Manager
(714) 338-6749
kwohlman@questex.com

Online Advertising

RESPONSE MAGAZINE WEB SITE ADVERTISING (NET)

www.responsemagazine.com (Run-Of Site/Rotation)

468x60 Banner:	$950 net per month
728x90 Pixel Leader Board Banner:	$1,490 net per month
160x600 Skyscraper Banner:	$1,510 net per month

RESPONSE EXPO WEB SITE ADVERTISING (NET)

www.responseexpo.com (Run-Of Site/Rotation)

468x60 Banner:	$950 net per month
728x90 Pixel Leader Board Banner:	$1,490 net per month
160x600 Skyscraper Banner:	$1,510 net per month

DRMA WEB SITE ADVERTISING (NET)

www.thedrma.com (Run-Of Site/Rotation)

468x60 Banner:	$950 net per month
728x90 Pixel Leader Board Banner:	$1,490 net per month
160x600 Skyscraper Banner:	$1,510 net per month

RESPONSE MAGAZINE'S E-NEWSLETTER

Circulation 18,000 weekly distribution

728x90 Leader Board Banner:	$750 net per week
468x60 Pixel (top banner) Banner:	$400 net per week
468x60 Pixel (bottom Banner) Banner:	$300 net per week
120x240 Pixel (1st position) button:	$400 net per week
120x240 Pixel (2nd position) button:	$350 net per week
120x240 Pixel (3rd position) button:	$300net per week
120x240 Pixel (4th postion) button:	$300net per week
120x240 Pixel (5th position) button:	$300 net per week

RESPONSE VIDEO LIBRARY

Includes 15 second video and Skyscraper Banner

Channel Sponsorship	$1,000

E-MAIL BLAST

Distributed to 18,000 opt-in readers	$2,500

Note: All prices in U.S. dollars