Jobber Direct MailServ® 2008 Rates & Mailing Schedule

MailServ Distribution Rates

Without DCi Print *Based on CUSTOMER-SUPPLIED pre-printed material.*

Note! Catalogs, Price Sheets and other mailings are quoted on individual piece specifications. Please call for a quote.

Distribution	Quantity	2-Sided Flyer 8-1/2" x 11" - Finished Flat
U.S.A.	20,000	$7,395
Canada	1,200	$1,795
		4-Page Brochure 11" x 17" - Folded & Finished 8-1/2" x 11"
U.S.A.	20,000	$9,395
Canada	1,200	$2,195

With DCi Print *With DCi PRINTING from customer-supplied disk.*

80lb. #3 white gloss text paper, 4/4 process ink, five-hole universal automotive drilled.

Distribution	Quantity	2-Sided Flyer 8-1/2" x 11" - Finished Flat
U.S.A.	20,000	$9,195
Canada	1,200	$2,095
		4-Page Brochure 11" x 17" - Folded & Finished 8-1/2" x 11"
U.S.A.	20,000	$11,295
Canada	1,200	$2,495

MailServ Distribution Schedule

MailServ Package:	Film/Disk Due By:	Print Material Due By:	Package Assembly	Arrives U.S.A. Week Of:	Arrives Canada Week Of:
Jan/Feb 2008	Dec. 10 '07	Jan. 4 '08	Jan. 7 '08	Jan. 14-18	Jan. 21-25
Mar/Apr 2008	Feb. 4	Feb. 29	Mar. 3	Mar. 17-21	Mar. 24-28
May/Jun 2008	Mar. 31	April 25	April 28	May 12-16	May 19-23
July/Aug 2008	June 2	June 27	June 30	July 14-18	July 21-25
Sep/Oct 2008*	Aug. 4	Aug. 29	Sep. 1	Sep. 15-19	Sep. 22-26
Nov/Dec 2008**	Oct. 6	Oct. 31	Nov. 3	Nov. 17-21	Nov. 24-28
Jan/Feb 2009	Dec. 5 '08	Jan. 2 '09	Jan. 5 '09	Jan. 19-23	Jan. 26-30

*** Pre-SEMA Mailing — Promote Show Introductions**

**** SEMA Week Mailing — Support Show Rollouts**

Special Rates Apply to Catalog, Application Guide and/or Price Sheet Combinations

CatalogRack TODAY Publications 2008 Rates & Schedule

CatalogRack TODAY Rates

U.S.A. and Canada Distribution — 28,200

2008 *Counterman Info Pages*℠ Rates:

(Includes *KeyBuyer "Heads Up" Alert*℠)

Spreads Per Year	4-Color — 2-Page Spread
6X	$5,595
3X	$5,995
1X	$6,695

2008 Full Page Ad Rates:

Frequency	4-Color — Full Page Ads
6X	$4,195
3X	$4,395
1X	$4,895

2008 Horizontal 1/2 Page Ad Rates:

Frequency	4-Color — 1/2 Page Ads
6X	$2,795
3X	$2,895
1X	$3,295

2008 NewStuff with FREE iPages* Rates:

Frequency	4-Color — 1/6 Page Ads
6X	$795
3X	$895
1X	$1,095

*** CatalogRack.com iPages are FREE to *ALL*-Channels/CatalogRack.com Partners who run a new product item in the NewStuff feature.**

CatalogRack TODAY Publications Ad Schedule

Today Pub Issue:	Closing Date:	Material Due By:	Mail Date:	Arrives U.S.A. Week Of:	Arrives Canada Week Of:
Jan/Feb 2008	Nov. 5, '07	Nov. 9, '07	Jan. 7, '08	Jan. 14-18	Jan. 21-25
Mar/Apr 2008	Jan. 7	Jan. 11	Mar. 3	Mar. 17-21	Mar. 24-28
May/Jun 2008	Mar. 3	Mar. 7	Apr. 28	May 12-16	May 19-23
July/Aug 2008	May 5	May 9	June 30	July 14-18	July 21-25
Sep/Oct 2008*	July 7	July 11	Sep. 1	Sep. 15-19	Sep. 22-26
Nov/Dec 2008**	Sep. 8	Sep. 12	Nov. 3	Nov. 17-21	Nov. 24-28
Jan/Feb 2009	Nov. 3, '08	Nov. 7, '08	Jan. 5, '09	Jan. 19-23	Jan. 26-30

*** Pre-SEMA Issue — Promote Show Intros ** SEMA Week Issue — Support Show Rollouts**

CatalogRack TODAY Publications Specifications

NOTE! *CatalogRack Today* Publications are **NOT** finished to 8-1/2" x 11" size.
Final Pub Trim Size is 8" x 10-1/2" • Horizontal 1/2 Page Ad Size is 8" x 5-1/4"*.

Non-Bleed Live Image Area:
Full and 1/2 Page Ads — 5/16".
Counterman Info Pages℠ — Page construction for CIPs is more complex than space allows here. A detailed easy-to-follow template for CIPs and Ads* is available for your graphic department or supplier via fax or e-mail. Just ask your DCi sales associate.

Bleeds: Allow 1/8" - 1/4" bleed beyond final trim for photos and colors.

Halftones and Color Photos: 150 line screen.

Negatives: Right reading, emulsion down.

Ink Density: Total not to exceed 300%, all 4 colors.

Traps: All images to trap each other must have a minimum trap of .002 in inches, to a maximum of .004 in inches, depending on colors trapped.

Electronic files: Please in PageMaker, InDesign or QuarkXPress desktop publishing formats. MAC or PC is fine. Include separate copies of all electronic photo images/logos/graphics used in TIF or EPS formats, and any extraordinary type fonts used. (Contact DCi if you have questions.) Photoshop PSD file layouts are also acceptable but please leave them layered and not flattened. Also all photos and graphics need to be CMYK, not RGB. PDF files are also acceptable if they are CMYK and saved at a high res/quality factor. Corel Draw files are also acceptable if the above standards are used. Please ask ahead of time if you are supplying your files in any other software title or format. ***Please send a hard color proof copy of your layout with your electronic files if you are mailing!*** **Floppy disks, CD-ROMs and ZIP disks are acceptable. No optical disks.**

Commissions: All rates are net. No commission is offered. **Payment Terms:** Net 30 days D.O.I. Credit References by the closing date for your first order. **Indemnification and Copy Regulations:** The advertiser and/or agencies are solely responsible for the contents of any advertising placed with Direct Communications Incorporated (DCi). It is understood that the advertiser will indemnify and hold DCi harmless and defend from and against any loss, expense or other liability resulting from any claim or legal action for libel defamation, violation of privacy rights, plagiarism, trademark and copyright infringement, and any other claim or legal actions that may arise from publication of such advertisement. DCi reserves the right to refuse any advertising material which in DCi's sole discretion and opinion is misleading, misrepresents, is unfair or harmful to other advertisers, violates any state or federal statute or regulations, is out of character with DCi publications, or is in any way unsatisfactory. This includes comparative advertising that DCi, in its sole opinion, identifies as brand or manufacturer specific. This may occur even if the advertisement has previously been accepted or published by DCi. DCi shall not be responsible for any failure to print/distribute due to acts of God, strikes, accidents, and/or legal actions beyond DCi's control. DCi shall not be responsible for any errors in the advertiser's copy and artwork.

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