

2006 ROSS REPORTS

rates

BLACK AND WHITE DISPLAY RATES

AD SIZE	1x	3x	6x
Page One	975	n/a	n/a
Full Page	725	645	595
1/2 Page	395	350	315
1/3 Page	225	205	180
1/4 Page	120	105	95

COVER RATES

AD SIZE	1x
Back Cover	1,175
Inside Front Cover	875
Inside Back Cover	845

NOTE: Includes/4-color.

QUARTERLY DIRECTORY COVER RATES

AD SIZE	1x
Back Cover	1,175
Inside Front Cover	875
Inside Back Cover	845

NOTE: Includes/4-color.

>FOR AD SIZES AND PRODUCTION SPECS SEE PAGES 18 & 19.

ROSS REPORTS.COM

CAMPAIGNS	RATE	DATA
160 x 600 Skyscraper	595 per month	33% wider than the standard skyscraper, this unit provides more visibility while allowing for more flexibility and creative freedom to promote brand, products, and services.
728 x 90 Leaderboard	495 per month	The Leaderboard is 133% larger than the conventional 468 x 60 banner and has substantial advantage in branding, message association, and purchase intent.
120 x 240 Vertical Banner	395 per month	The Vertical Banners offer advertisers valuable placement right under the navigation bar and adjacent to content.
468 x 60 Anchor Banner	295 per month	An affordable option to present your message to our online audience.

NOTE: Frequency Discount: 3 months: 5%; 6 months: 10%; 12 months: 20%

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editorial calendar

BI-MONTHLY

JANUARY/FEBRUARY

Ad Deadline: November 14, 2005

COMEDY CASTING GUIDE

- > U.S. Personal Managers Directory
- > Focus on Acting Schools: Winter Edition

MARCH/APRIL

Ad Deadline: January 17, 2006

2006 AGENTS ISSUE

- > At-A-Glance Talent Agency Charts
- > Focus on Summer Training

MAY/JUNE

Ad Deadline: March 21, 2006

FILM'S TOP 20 CASTING DIRECTORS 2006

- > Focus on Photographers

JULY/AUGUST

Ad Deadline: May 16, 2006

CABLE TELEVISION CASTING DIRECTORY

- > Focus on Speech/Diction/Voiceover

SEPTEMBER/OCTOBER

Ad Deadline: July 18, 2006

FALL 2006 NETWORK TV PREVIEW

- > Focus on Acting Schools: Fall Edition

NOVEMBER/DECEMBER

Ad Deadline: September 19, 2006

ANIMATION & VOICE-OVER CASTING DIRECTORY

- > Children's Television/Video Casting Guide
- > Focus on Theatre Colleges

DIRECTORIES Published Quarterly

FILM CASTING & PRODUCTION DIRECTORY

Ad Deadline: December 15, 2005

- > Film Production Companies
- > Film Festival Directory
- > Screenwriters Agency Guide

USA TALENT DIRECTORY

Ad Deadline: April 12, 2006

- > Talent Guilds Regional Offices

TV COMMERCIAL CASTING & PRODUCTION DIRECTORY

Ad Deadline: June 26, 2006

- > Advertising Agencies
- > Commercial Production Companies

GUIDE TO MODELING

Ad Deadline: October 26, 2006

- > Guide to Talent Unions, Guilds & Associations



to Actors >