

# 2009 Editorial Calendar

Recommended Issue	Issue	Editorial Features	Bonus Distribution/ Ad Opportunities
<input type="checkbox"/>	<b>January</b> Ad Close Date December 10th	<ul style="list-style-type: none"> <li>• Natural Personal Care Products • Personal Cleanser</li> <li>• Fragrances for Household Cleaners • Sunscreen Filter</li> <li>• Skin Care Delivery Systems • Detergent Market Update</li> </ul>	SDA Annual Meeting
<input type="checkbox"/>	<b>Special Issue</b> Annual Corporate Profiles Issue Ad Close Date: December 19th, 2008 • Bonus Distribution: All listed tradeshows in 2009		
<input type="checkbox"/>	<b>February</b> Ad Close Date January 9th	<ul style="list-style-type: none"> <li>• <b>THE ANNUAL BUYER'S GUIDE:</b> Chemicals, Packaging, Equipment, Services</li> <li>• Oral Care • Skin Care • Cosmeceuticals</li> </ul>	Personal Care Product Council Annual Meeting HBA Conference Mid Year
<input type="checkbox"/>	<b>March</b> Ad Close Date February 10th	<ul style="list-style-type: none"> <li>• Sun Care* • Antiperspirants/Deodorants • Men's Grooming</li> <li>• Sunscreen Filter • Novel Cosmetic Ingredients</li> </ul>	DCAT In-Cosmetics Europe <b>Free Ad-Q Study</b>
<input type="checkbox"/>	<b>April</b> Ad Close Date March 10th	<ul style="list-style-type: none"> <li>• Fine Fragrance Review • Ethnic Hair Care • Sun Care</li> <li>• Chemical Specialties: Aerosols, Disinfectant &amp; Sanitizers</li> <li>• Skin Care Polymers • Cosmeceuticals • Sustainability</li> </ul>	CSPA Mid-Year Meeting
<input type="checkbox"/>	<b>May</b> Ad Close Date April 10th	<ul style="list-style-type: none"> <li>• Skin Care Review* • Preservatives*</li> <li>• Hair Styling Market: Gels, Mouses &amp; Fixatives*</li> <li>• European Women's Fragrance Market • Sunscreen Filter</li> </ul>	NY SCC Supplier's Day SCC Scientific Seminar
<input type="checkbox"/>	<b>June</b> Ad Close Date May 9th	<ul style="list-style-type: none"> <li>• The Power of Packaging* • Body Care Market</li> <li>• Natural Ingredients: Botanicals, Plant &amp; Animal Derived Materials*</li> <li>• Review of Active Ingredients* • Cosmeceuticals</li> <li>• FiFi Award Winners</li> </ul>	Cosmoprof North America
<input type="checkbox"/>	<b>July</b> Ad Close Date June 10th	<ul style="list-style-type: none"> <li>• <b>THE TOP 50:</b> Profiles of U.S. Marketers of Household &amp; Personal Products and I&amp;I Products</li> <li>• Nutritional Products • AP/Deodorant Market</li> <li>• Sunscreen Filter</li> </ul>	
<input type="checkbox"/>	<b>August</b> Ad Close Date July 10th	<ul style="list-style-type: none"> <li>• <b>THE INTERNATIONAL TOP 30</b></li> <li>• Color Cosmetic/Makeup Update* • Fragrance Packaging</li> <li>• Cosmeceuticals • Hair Care Market</li> </ul>	
<input type="checkbox"/>	<b>Special Issue</b> Household and Personal Care Wipes Ad Close Date: August 3rd, 2009 • Bonus Distribution: September Happi & Nonwovens Industry 27,000+		
<input type="checkbox"/>	<b>Special Issue</b> Beauty I&O - Beauty from the Inside & Out Ad Close Date: August 3rd, 2009 • Bonus Distribution: September Happi & Nutraceuticals World 30,000+		
<input type="checkbox"/>	<b>September</b> Ad Close Date August 10th	<ul style="list-style-type: none"> <li>• Packaging &amp; Equipment Show in Print • Surfactants</li> <li>• Environmental Fragrances • Sunscreen Filter</li> <li>• UV Protection in Skin Care Products • European Hair Styling</li> </ul>	SCC California Chapter Supplier's Day HBA Global Expo SCC Sunscreen Symposium <b>Free Packaging Profile</b>
<input type="checkbox"/>	<b>October</b> Ad Close Date September 10th	<ul style="list-style-type: none"> <li>• Private Label/Contract Manufacturing Directory</li> <li>• Ethnic Skin Care • Testing Services*</li> <li>• European Spa Products • Cosmeceuticals</li> <li>• Nonwovens Wipes in Household &amp; Personal Care</li> </ul>	
<input type="checkbox"/>	<b>November</b> Ad Close Date October 12th	<ul style="list-style-type: none"> <li>• Personal Cleansers: Bar Soaps, Shower Gels, Body Washes</li> <li>• Fine Fragrance • Hair Care Polymers</li> <li>• I&amp;I Report: Cleaners &amp; Disinfectants* • Green Ingredients</li> <li>• Sunscreen Filter • European Color Cosmetics</li> </ul>	CSPA Annual Meeting
<input type="checkbox"/>	<b>December</b> Ad Close Date November 6th	<ul style="list-style-type: none"> <li>• Hair Care: Shampoos &amp; Conditioners*</li> <li>• Active Ingredients in Skin Care</li> <li>• Household Cleaning • European Oral Care • Cosmeceuticals</li> </ul>	SCC Annual Meeting

\*Article will include a new ingredient listing

# 2009 Advertising Rates & Specifications

## Black & White Ad Rates

Size	1x	3x	6x	12x	18x
Full Page	\$3,870	\$3,430	\$3,105	\$2,850	\$2,740
Two Thirds	\$3,400	\$3,020	\$2,765	\$2,550	\$2,425
Half Island	\$2,810	\$2,510	\$2,310	\$2,130	\$2,040
Half Page	\$2,485	\$2,165	\$1,970	\$1,810	\$1,725
One Third	\$2,080	\$1,900	\$1,740	\$1,600	\$1,500
One Quarter	\$1,475	\$1,320	\$1,235	\$1,130	\$1,080

## Color Rates

Color	Page	Spread
standard*	\$725	\$1,150
matched*	\$900	\$1,420
metallic*	\$1,200	\$1,900
4 color*	\$1,475	\$2,400

\* standard yellow, green, blue or red  
\* Per page or fraction

Effective January 1, 2009

## Classified Advertising Rates\*

Per Column inch	\$150
Per Column inch 6X	\$130
Per Column inch 12X	\$110
Help Wanted	\$1.00/word \$50 minimum
Situation Wanted	\$1.00/word \$50 minimum
Blind Box	\$5

\* classified rates are non-commissionable

## Ad Sizes



Spread  
16.5" x 11"  
Trim: 178mm x 253mm  
Bleed: 209mm x 279mm



Full Page  
7" x 10"  
Trim: 178mm x 253mm  
Bleed: 209mm x 279mm



Two Thirds  
4.5" x 9.5"  
Trim: 114mm x 241mm



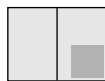
Half Island  
4.5" x 7.5"  
Trim: 114mm x 190mm



Half Page Horizontal  
7" x 4.875"  
Trim: 178mm x 124mm



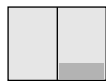
Half Page Vertical  
3.375" x 9.5"  
Trim: 85mm x 241mm



One Third Horizontal  
4.5" x 5"  
Trim: 114mm x 127mm



One Third Vertical  
2.125" x 9.5"  
Trim: 54mm x 241mm



One Quarter Horizontal  
7" x 2.375"  
Trim: 178mm x 60mm



One Quarter Vertical  
3.375" x 4.875"  
Trim: 85mm x 123mm

**Covers and Special Positions:** No cancellations. Special position premium 10%.

**Bleed:** No charge.

**Insert Rates:** Inserts are billed at the black & white page rate. Single sheet inserts are billed as two pages if both sides are used or if reverse side must remain unprinted. Back-up/binding/handling charge is \$600. Non-commissionable.

**Closing Dates:** See editorial calendar.

**Cancellation:** Cancellations must be made in writing by the 8th of the month prior to ad placement.

**Payment Terms and Methods:** Payment is accepted by wire transfer and by check or draft via U.S. bank payable in \$U.S. Payment option instructions will be included with all billing.

### Publisher's Policy

- Invoices are rendered at date of publication and are due upon receipt. Agency commission will be disallowed on all overdue invoices.
- Rodman Publishing holds both the advertiser and its dedicated advertising agency jointly and severally liable for all monies due and payable to Rodman Publishing.
- In the event an account is placed for collection, customer agrees to pay Rodman Publishing for all reasonable collection and/or legal fees incurred.

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## Digital File Specifications

- HAPPI uses the industry standard PDF/X1-a workflow. All material submitted must meet the X1-a requirements. See the prepress section of our website for more information:  
[www.rodmanpublishing.com/prepress](http://www.rodmanpublishing.com/prepress)
- All artwork must be 300 dpi at 100% repro size except for vector art saved in EPS format.
- All ads must be saved in CMYK format
- Acceptable file formats: .pdf, .tif, .eps, .jpg or .psd
- Acceptable application files include:** QuarkXpress, Adobe InDesign, Photoshop & Illustrator. Mac-based files are required. Please include all Mac fonts as well as all embedded and linked images.
- SWOP-compliant contract proofs are required for all color ads.**
- Files smaller than 6MBs in size can be sent via e-mail. Larger files should be submitted via FTP or on CD.
- Changes or corrections** to the file will result in additional charges to the advertiser.
- Trim size:** 8" x 10.75" (203 mm x 273 mm). Keep live matter at least .5" (12.7 mm) from trim edges. Bleed page and insert page size: 8.25" x 11" (209 mm x 279 mm); max weight of insert stock: 100 lb. cover.

### Send all materials to:

Sharon Messner,  
Production Director  
HAPPI  
70 Hilltop Road, 3rd floor  
Ramsey, NJ 07446 USA  
E-mail: sharon@rodpub.com  
Pre-printed inserts, call for instructions:  
(201) 880-2224

### FTP INFORMATION:

Our FTP site can only be accessed with FTP software. (FETCH, TRANSMIT, CUTEftp, etc.)  
Web browser access is *not* permitted.

[ftp.rodmanpublishing.com](http://ftp.rodmanpublishing.com)  
username: rodman  
password: guest

Refer to our website  
for more information:  
[www.rodmanpublishing.com/prepress](http://www.rodmanpublishing.com/prepress)