

2010 Editorial Calendar

Recommended Issue	Issue	Editorial Features	Bonus Distribution/ Ad Opportunities
<input type="checkbox"/>	January Ad Close Date December 11th	<ul style="list-style-type: none"> • Natural Personal Care Products • Personal Cleanser • Fragrances for Household Cleaners • Sunscreen Filter • Skin Care Delivery Systems • Detergent Market Update 	SDA Annual Meeting
<input type="checkbox"/>	Special Issue Annual Corporate Profiles Issue Ad Close Date: December 18th, 2009 • Bonus Distribution: All listed trade shows in 2010		
<input type="checkbox"/>	February Ad Close Date January 11th	<ul style="list-style-type: none"> • THE ANNUAL BUYER'S GUIDE: Chemicals, Packaging, Equipment, Services • Oral Care • Skin Care • Cosmeceuticals 	Personal Care Product Council Annual Meeting
<input type="checkbox"/>	March Ad Close Date February 10th	<ul style="list-style-type: none"> • Sun Care* • Antiperspirants/Deodorants • Men's Grooming • Sunscreen Filter • Novel Cosmetic Ingredients 	In-Cosmetics Europe SCC Midwest Suppliers' Day DCAT Free Ad-Q Study
<input type="checkbox"/>	Special Issue Household and Personal Care Wipes Ad Close Date: March 5th, 2010 • Bonus Distribution: April Happi & Nonwovens Industry 27,000+		
<input type="checkbox"/>	April Ad Close Date March 10th	<ul style="list-style-type: none"> • Fine Fragrance Review • Ethnic Hair Care • Sun Care • Chemical Specialties: Aerosols, Disinfectant & Sanitizers • Skin Care Polymers • Cosmeceuticals • Substantiability 	CSPA Mid-Year Meeting
<input type="checkbox"/>	May Ad Close Date April 9th	<ul style="list-style-type: none"> • Skin Care Review* • Preservatives* • Hair Styling Market: Gels, Mouses & Fixatives* • European Women's Fragrance Market • Sunscreen Filter 	NY SCC Supplier's Day SCC Scientific Seminar World Perfumery Congress
<input type="checkbox"/>	June Ad Close Date May 10th	<ul style="list-style-type: none"> • The Power of Packaging* • Body Care Market • Natural Ingredients: Botanicals, Plant & Animal Derived Materials* • Review of Active Ingredients* • Cosmeceuticals • FiFi Award Winners 	Cosmoprof North America
<input type="checkbox"/>	July Ad Close Date June 11th	<ul style="list-style-type: none"> • THE TOP 50: Profiles of U.S. Marketers of Household & Personal Products and I&I Products • Nutritional Products • AP/Deodorant Market • Sunscreen Filter 	
<input type="checkbox"/>	August Ad Close Date July 9th	<ul style="list-style-type: none"> • THE INTERNATIONAL TOP 30 • Color Cosmetic/Makeup Update* • Fragrance Packaging • Cosmeceuticals • Hair Care Market 	
<input type="checkbox"/>	Special Issue Household and Personal Care Wipes Ad Close Date: August 3rd, 2010 • Bonus Distribution: September Happi & Nonwovens Industry 27,000+		
<input type="checkbox"/>	Special Issue Beauty I&O - Beauty from the Inside & Out Ad Close Date: August 3rd, 2010 • Bonus Distribution: September Happi & Nutraceuticals World 30,000+		
<input type="checkbox"/>	September Ad Close Date August 10th	<ul style="list-style-type: none"> • Packaging & Equipment Show in Print • Surfactants • Environmental Fragrances • Sunscreen Filter • UV Protection in Skin Care Products • European Hair Styling 	HBA Global Expo IFSCC Congress World Detergent Congress Free Packaging Profile
<input type="checkbox"/>	October Ad Close Date September 10th	<ul style="list-style-type: none"> • Private Label/Contract Manufacturing Directory • Ethnic Skin Care • Testing Services* • European Spa Products • Cosmeceuticals • Nonwovens Wipes in Household & Personal Care 	
<input type="checkbox"/>	November Ad Close Date October 11th	<ul style="list-style-type: none"> • Personal Cleansers: Bar Soaps, Shower Gels, Body Washes • Fine Fragrance • Hair Care Polymers • I&I Report: Cleaners & Disinfectants* • Green Ingredients • Sunscreen Filter • European Color Cosmetics 	CSPA Annual Meeting
<input type="checkbox"/>	December Ad Close Date November 10th	<ul style="list-style-type: none"> • Hair Care: Shampoos & Conditioners* • Active Ingredients in Skin Care • Household Cleaning • European Oral Care • Cosmeceuticals 	SCC Annual Meeting

*Article will include a new ingredient listing

2010 Advertising Rates & Specifications

Black & White Ad Rates

Size	1x	3x	6x	12x	18x
Full Page	\$3,965	\$3,515	\$3,180	\$2,920	\$2,810
Two Thirds	\$3,485	\$3,095	\$2,835	\$2,615	\$2,485
Half Island	\$2,880	\$2,570	\$2,370	\$2,185	\$2,090
Half Page	\$2,545	\$2,220	\$2,020	\$1,855	\$1,770
One Third	\$2,130	\$1,950	\$1,785	\$1,640	\$1,540
One Quarter	\$1,510	\$1,355	\$1,265	\$1,160	\$1,110

Color Rates

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

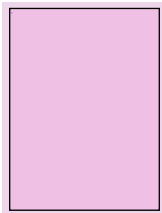
♦ standard yellow, green, blue or red
* Per page or fraction
Effective January 1, 2010

Classified Advertising Rates*

Per Column inch	\$150
Per Column inch 6X	\$130
Per Column inch 12X	\$110
Help Wanted	\$1.50/word \$75 minimum
Situation Wanted	\$1.50/word \$75 minimum
Blind Box	\$25

* classified rates are non-commissionable

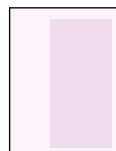
Ad Sizes



Full Page (bleed)
Trim: 8" x 10.75" (203mm x 273mm)
Bleed: 8.25" x 11" (209mm x 279mm)
Live Area: 7" x 10" (178mm x 254mm)

Full Page (non bleed)
7" x 10" (178mm x 254mm)

Full Page Spread (bleed)
Trim: 16" x 10.75" (406mm x 273mm)
Bleed: 16.25" x 11" (412mm x 279mm)
Live Area: 14" x 10" (356mm x 254mm)



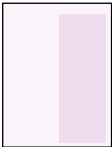
Two Thirds
4.5" x 9.5"
(114mm x 241mm)



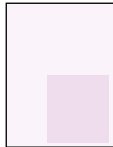
Half Island
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(114mm x 190mm)



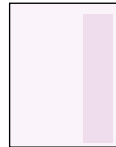
Half Page Horizontal
7" x 4.875"
(178mm x 124mm)



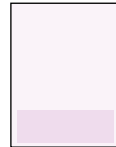
Half Page Vertical
3.375" x 9.5"
(85mm x 241mm)



One Third Square
4.5" x 5"
(114mm x 127mm)



One Third Vertical
2.125" x 9.5"
(54mm x 241mm)



One Quarter Horizontal
7" x 2.375"
(178mm x 60mm)



One Quarter Vertical
3.375" x 4.875"
(85mm x 124mm)

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

1. Invoices are rendered at date of publication and are due upon receipt. Agency commission will be disallowed on all overdue invoices.
2. Rodman Publishing holds both the advertiser and its dedicated advertising agency jointly and severally liable for all monies due and payable to Rodman Publishing.
3. 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

- All material submitted must be in PDF format that meets the *PDF/X1-a* requirements. See the prepress section of our website for more information: rodmanpublishing.com/prepress
- Files smaller than 10MBs in size can be sent via e-mail. Larger files should be submitted via FTP or on CD.
- **Changes or corrections** to submitted files 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 print materials to:

Sharon Messner, Production Director
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70 Hilltop Road, 3rd floor
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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
username: rodman
password: guest

Refer to our website
for more information:
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