

2007 BILLBOARD BUSINESS CLASSIFIEDS

Classified Service Rates

(per insertion)

Maximum size:

1 column x 1 inch

Column widths:

1 column = 1 7/8"

2 columns = 3 15/16"

3 columns = 6"

4 columns = 8 1/16"

5 columns = 10 1/8"

4-Color: Add 35%

EXTEND YOUR REACH

Each ad includes a listing on

Billboard.biz

at no additional fee.



MAXIMIZE YOUR RESULTS

- Reaches over 104,000 key music industry decision makers
- International distribution in over 100 countries
- **\$236K** Average HHI
- **82%** take action in response to an ad seen in Billboard
- **58%** are CEOs, Presidents, VPs, Owners, Partners or Directors

Billboard Classified Rates 2007

| | 1x | 4x | 13x | 26x | 52x |
|-------------------|---------|---------|---------|---------|---------|
| 1 col x 1 inch | \$180 | \$175 | \$170 | \$160 | \$150 |
| 1 col x 2 inches | \$360 | \$350 | \$330 | \$310 | \$300 |
| 1 col x 3 inches | \$550 | \$530 | \$500 | \$470 | \$450 |
| 1 col x 4 inches | \$730 | \$710 | \$670 | \$620 | \$600 |
| 1 col x 5 inches | \$910 | \$880 | \$830 | \$780 | \$750 |
| 1 col x 6 inches | \$1,090 | \$1,060 | \$1,000 | \$940 | \$900 |
| 1 col x 7 inches | \$1,270 | \$1,240 | \$1,160 | \$1,090 | \$1,060 |
| 1 col x 8 inches | \$1,460 | \$1,410 | \$1,330 | \$1,250 | \$1,210 |
| 1 col x 9 inches | \$1,640 | \$1,590 | \$1,500 | \$1,400 | \$1,360 |
| 1 col x 10 inches | \$1,820 | \$1,770 | \$1,660 | \$1,560 | \$1,510 |
| 1 col x 11 inches | \$2,000 | \$1,940 | \$1,830 | \$1,720 | \$1,660 |
| 1 col x 12 inches | \$2,180 | \$2,120 | \$2,000 | \$1,870 | \$1,810 |

Rates are commissionable when an agency represents an outside client.

Deadline: Tuesday at 3:30 pm EST, ten days before the publication date.

ALL CLASSIFIED RATES INCLUDE A WEB SITE POSTING

(Excludes recruitment advertising. Recruitment ads are posted for a fee on Billboardjobs.com)

Contacts

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