

Display Advertising

Display Advertising Contacts: Charles Mohr • John McHugh • Henry Robbins 212 683-5700

Back page \$3,465

10¹/₈ W x 12³/₄ H



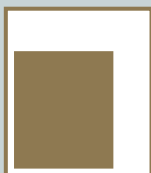
Full page \$3,150

10¹/₈ W x 12³/₄ H



Junior page \$2,415

7¹/₂ W x 9¹/₂ H



Half page \$2,010

10¹/₈ W x 6¹/₄ H

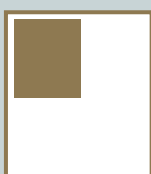
or

5 W x 12³/₄ H



Quarter page \$1,076

5 W x 6¹/₄ H

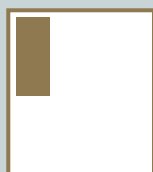
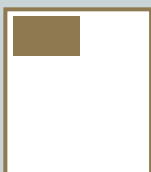


Eighth page \$604

5 W x 3 H

or

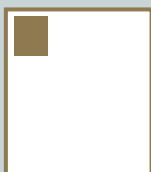
2³/₈ W x 6¹/₄ H



Sixteenth page \$498

2³/₈ W x 3 H

(14p3 x 18p)



Color

A spot color is available for an additional \$325 per full page, \$225 for other sizes. Four color (full color) is available for an additional \$550 per full page, \$450 for other sizes.

Multiple insertion discounts

3x: 10%; 4x: 12%; 6x: 15%; 12x: 20%

Media

Ads may be submitted on CD-R, CD-RW, DVD-R or DVD-RW. Submitted media must be clearly labeled with issue date, advertiser name, and contact name and telephone number. Ads may be submitted electronically via FTP. For instructions, please contact our Production Dept. at 212-683-5700, ext. 359.

Format

1. Hi-res PDF files (made ONLY through Acrobat Distiller) PDF files must be made using Acrobat Distiller 5.0 or 4.0.
2. Native Quark files version 6.5 or lower.
3. Adobe Illustrator EPS files.

Hi-res PDF distilled files must have:

1. All fonts embedded.
2. The color mode (i.e. CMYK or Grayscale). Never RGB or LAB or embedded color profiles.
3. All spot colors must be converted to CMYK unless running 2-color ads.
4. OPI must never be included in the file.
5. Resolution: 300 DPI for all submitted images and files.
6. All images and files have a density max of 240%.

Native Quark files must have:

1. All supporting fonts.
2. All illustrations and scans. The color mode (i.e. CMYK or Grayscale). Never RGB or LAB or embedded color profiles.
3. All spot colors must be converted to CMYK unless running 2-color ads.
4. Resolution: 300 DPI for all submitted images and files.
5. All images and files have a density max of 240%.

Adobe Illustrator files must have:

1. Illustrator files should have all fonts converted to outline.
2. The color mode (i.e. CMYK or Grayscale). Never RGB or LAB or embedded color profiles.
3. All spot colors must be converted to CMYK unless running 2-color ads.
4. Resolution: 300 DPI for all submitted images and files.
5. All images and files have a density max of 240%.

A proof should accompany each submitted ad and should be labeled with the publication, issue date and advertiser name.

Payment and contracts

A finance charge of 1.5% per month will be billed to all accounts over 30 days. Cancellations will not be accepted after the 20th of the month preceding publication. Cancellation contracts will be pro-rated for discounts due.

Agency commission

A 15% commission will be allowed for ads submitted and paid for by a recognized agency. The Cooperator will not pay commissions directly to agencies.

Editorial Calendar

2008 Press Schedules

Issue	Ad Deadline	Press Date
January '08	December 14	December 28
February	January 11	January 25
March	February 8	February 22
April	March 14	March 28
May	April 11	April 25
June	May 9	May 23
July	June 13	June 27
August	July 11	July 25
September	August 8	August 22
October	September 12	September 26
November	October 10	October 24
December	November 7	November 21



The Cooperator

The Cooperator is the most prominent monthly consumer-trade publication in the greater New York area. Since 1980, The Cooperator has been a trusted resource for the co-op and condo community. It helps companies generate business by reaching board presidents, board members, managing agents, shareholders, unit owners and real estate professionals.



- January Management/Board Relations
- February Board/Shareholder Relations
- March Exterior Maintenance
- April Real Estate Market/Expo Distribution
- May Design
- June Law & Legislation
- July Budget & Finance
- August Insurance/Board Training
- September Energy Conservation
- October Board Operations
- November Building Maintenance
- December Safety & Security

Regular Features

Board Operations,
Finance, Building
Maintenance,
Management,
Buying & Selling,
Interior Design,
Law & Legislation,
Q&A,
Neighborhood and
Organizational
Profiles, On the
Market and Pulse