

DISPLAY ADVERTISING RATES

	Specifications width x depth	1 time	3 times	6 times	12 times
Full Page	10 1/4" x 15 1/2"	\$4,685	\$4,285	\$4,106	\$3,928
Half	10 1/4" x 7 1/2" or 5 x 15 1/2"	2,376	2,142	2,053	1,963
Junior	7 1/2" x 10"	2,376	2,142	2,053	1,963
Quarter	10 1/4" x 3 7/8" or 5 x 7 1/2"	1,296	1,188	1,037	1,015
Eighth	2 3/8" x 7 1/4" or 5 x 3 7/8"	691	634	552	541
Twenty-Fourth	2 3/8" x 2 1/2"	216	198	192	186
Costs per Column Inch	14 1/2 picas or 2 3/8" wide	87	79	77	73

Investment Advisory Digest and Corporate Update/Interim Reports sections: \$80.00 per column inch. Rates are based on 3 columns to the page. Column measure is 19 1/2 picas or 3 1/4 inches wide. Column inch consists of 14 agate lines. Rates include posting on the Bull & Bear's website www.TheBullandBear.com

MECHANICAL: Type page..... 10 1/4" wide x 15 1/2" deep
 (offset) Trim size 11 3/8" wide x 17" deep
 Column width 14 1/2 picas or 2 3/8", Depth 217 lines
 Number of columns 4

All computer art work must be sent as a PDF, TIFF or JPG file compatible with the Macintosh operating system. All fonts must be embedded in the files. There will be a nominal charge for typesetting, if required.

COLOR: All color art work must be sent as CYMK-separated PDF, TIFF or JPG files.

Spot Color (CMYK only), per ad, Extra \$150
 4-Color (CMYK only), per full page ad, Extra \$500

AGENCY COMMISSION: Agency commission of 15% is allowed to recognized agencies only. Cash discount of 2% of the net if paid within 15 days of the invoice date.

POSITION CHARGES: Guaranteed page 10% additional. Guaranteed page and position 25% additional.

INSERTS: \$195 per 1,000 supplied brochures, 1 page (printed both sides). 4-page brochure, \$225. Call for rates on brochures exceeding four pages.

LIST RENTAL: Bull & Bear subscription list of high-powered investors is available for rental use through INFOMAT, Inc., 21171 S. Western Ave., Suite 260, Torrance, CA 90501. (310) 212-5944, Fax (310) 212-3026.

Increase Traffic to Your Web Site

Increase traffic to your website by advertising your web address and description in *print* and *online* for one full year in the *Bull & Bear's Web Sites for Investors* page published in *The Bull & Bear Financial Report*. Your three or four line Web listing will be published in *The Bull & Bear Financial Report* for 12 consecutive issues and published in *Bull & Bear's Monetary Digest* (*print* and *online*, 12 issues). Your website address will also be featured for one full year on the Hot Links page on www.TheBullandBear.com. A live link back to your site is provided. Your Web listing will be included in the *Bull & Bear's Websites for Investors* brochure which is handed out at major investment seminars that the Bull & Bear exhibits at throughout the year. The listing is included in Bull & Bear's E-letters which are sent to Hotline subscribers and posted online – *The Resource Investor*, *Gold Stock News*, and the *Tech Stock Report*.

To reserve space in an edition of The Bull & Bear, email Val@TheBullandBear.com.