

DISPLAY ADVERTISING RATES

	<u>Specifications width x depth</u>	<u>1 time</u>	<u>3 times</u>	<u>6 times</u>	<u>12 times</u>
Full Page	10 1/4" x 15 1/2"	\$3,904	\$3,571	\$3,422	\$3,273
Half	10 1/4" x 7 1/2" or 5 x 15 1/2"	1,980	1,785	1,711	1,636
Junior	7 1/2" x 10"	1,980	1,785	1,711	1,636
Quarter	10 1/4" x 3 7/8" or 5 x 7 1/2"	1,080	990	864	846
Eighth	2 3/8" x 7 1/4" or 5 x 3 7/8"	576	528	460	451
Twenty-Fourth	2 3/8" x 2 1/2"	180	165	160	153
Costs per Column Inch	14 1/2 picas or 2 3/8" wide	72	66	64	61

Investment Advisory Digest and Corporate Update/Interim Reports sections: \$70.00 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: \$150 per four-page brochure. Sizes can range from a postcard to a four-page brochure. 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 website address in print and online for one full year in the Bull & Bear's Web Watch page published in *The Bull & Bear Financial Report*. Your three line Web listing will be published in *The Bull & Bear Financial Report* for 12 consecutive issues. Your website address will also be featured for one full year on the Hot Links page on our website, 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. Your website listing will be featured in our companion publication, the *Monetary Digest* (print and online) throughout the year and online in the Bull & Bear's E-mail newsletters which are sent to Hotline subscribers – *The Resource Investor*, *Gold Stock News*, *Real Estate Investor*, and the *Green Investor Digest*. Yearly rate: \$395.

To reserve space in an edition of The Bull & Bear, call 1-800-336-2855.