

2012 ADVERTISING RATES



Reach the Fastener Industry with the Leading Publication!

| AD SIZE | DIMENSIONS | 1X | 3X | 6X | 9X | 12X |
|------------------|-----------------|--------|--------|--------|--------|--------|
| FULL PAGE | 7" x 10" | \$2215 | \$2170 | \$2055 | \$2020 | \$1840 |
| 2/3 PAGE | 4.5" x 10" | \$1835 | \$1805 | \$1720 | \$1690 | \$1555 |
| 1/2 PAGE ISLAND* | 4.5" x 7.5" | \$1590 | \$1525 | \$1440 | \$1360 | \$1275 |
| 1/2 PAGE | see specs | \$1405 | \$1360 | \$1275 | \$1185 | \$1150 |
| 1/3 PAGE | see specs | \$1150 | \$1105 | \$1025 | \$985 | \$905 |
| 1/4 PAGE | 3.375" x 4.875" | \$940 | \$895 | \$860 | \$810 | \$650 |
| 1/6 PAGE | see specs | \$615 | \$600 | \$575 | \$540 | \$500 |

* Only ad on page
All rates, US\$, per insertion

Color Rates

- Black and one standard AAAA (red, blue, yellow or green), extra per page or less.....\$300
- Black and one matched color (other than metallic), extra per page or less.....\$390
- Black and one metallic color, extra per page or less.....\$445
- 4-Color Process, extra per page or less.....\$940
- 4-Color Process, extra per spread.....\$1465

Combined Frequency Credit

Your insertions in *Fastener Technology International* will apply toward your frequency in the *Wire and Cable Technology International* magazine, *Wire Forming Technology International* magazine, *Wire & Cable Technology International Buyers' Guide* and the *Fastener Technology International Buyers' Guide*.

Special Positions

10% premium over black and white rate earned.

Covers

Rates include 4-Color Process. Non-Cancelable

FRONT COVER NOT SOLD

| | |
|-------------------------|--------|
| Inside Front Cover..... | \$3730 |
| Inside Back Cover..... | \$3610 |
| BackCover..... | \$3895 |

Advertising Material

- Preferred advertising material is a high resolution PDF.
- All graphics must be a minimum of 300 dpi.
- Color should be prepared as CMYK.
- When designing material, please incorporate the bleed dimensions as supplied under the mechanical specifications.
- Material may be submitted on CD-ROM or via email.

Fastener
TECHNOLOGY INTERNATIONAL