

BUYERS' GUIDE

2019 Edition

MAXIMIZE YOUR MARKETING INVESTMENT

This well established, highly regarded industry directory is used all year by decision makers. This Guide is a handy, single-source reference for fastener/precision formed parts, capital equipment, materials and accessories for producing these products and vital suppliers and services for the entire industry.

Over 1800 companies are listed in more than 850 categories in five sections:

- Fastener & Precision Formed Parts
- Materials, Wire, Rod, Bar & Strip
- Manufacturing/Distribution Suppliers and Services
- Machinery/Equipment Processes Classification
- Assembly Equipment/Tools/Supplies

Bonus for Display Advertisers

- **Bold faced** in Master List of Companies and Product Listings
- **“See our Ad...”** Reference
- **Unlimited Free** Product Listings
- **Complimentary copy** of 2018 edition of the Buyers' Guide

DISPLAY AD RATES

Space Units	1X	3X	6X	9X	12X	Width & Depth
Full Page	\$2550	\$2505	\$2365	\$2325	\$2120	4.875 x 7.75
2/3 Page Vertical	\$2160	\$2080	\$1975	\$1940	\$1795	4.875 x 5.1875
1/2 Page Horizontal	\$1790	\$1720	\$1615	\$1530	\$1435	4.875 x 3.875
1/2 Page Vertical	\$1790	\$1720	\$1615	\$1530	\$1435	2.1875 x 7.5
1/3 Page Horizontal	\$1330	\$1270	\$1185	\$1130	\$1045	4.875 x 2.5625
1/4 Page Horizontal	\$1080	\$1030	\$995	\$930	\$745	4.875 x 1.9375
1/4 Page Vertical	\$1080	\$1030	\$995	\$930	\$745	2.1875 x 3.875

COLOR RATES (ADDITIONAL)

- Standard red, green, blue, yellow, per page or less.....\$350
- Matched colors per page or less.....\$450
- 4-color process per page or less.....\$995

**TRIM SIZE:
5.5" X 8.5"**

BLEED ADS

When preparing bleed ads, all type and portions of illustrations that are not trimmed off should be at least 1/4" (6.3 mm) inside dimensions specified for bleeds. This includes gutter bleeds. Ad should bleed 1/8" past trim on the left, right, top and

