

2010 ADVERTISING RATES



Reach the Fastener Industry with the Leading Publication!

AD SIZE	DIMENSIONS	1X	3X	6X	9X	12X
FULL PAGE	7" x 10"	\$2170	\$2130	\$2015	\$1980	\$1805
2/3 PAGE	4.5" x 10"	\$1800	\$1770	\$1685	\$1655	\$1525
1/2 PAGE ISLAND*	4.5" x 7.5"	\$1560	\$1495	\$1410	\$1335	\$1250
1/2 PAGE	see specs	\$1380	\$1335	\$1250	\$1160	\$1130
1/3 PAGE	see specs	\$1130	\$1085	\$1005	\$965	\$890
1/4 PAGE	3.375" x 4.875"	\$920	\$880	\$845	\$795	\$640
1/6 PAGE	see specs	\$605	\$590	\$565	\$530	\$490

* 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