

BUYERS' GUIDE

2022 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 2022 edition of the Buyers' Guide

DISPLAY AD RATES

| Space Units | 1X | 3X | 6X | 9X | 12X | Width & Depth |
|---------------------|--------|--------|--------|--------|--------|----------------|
| Full Page | \$2815 | \$2760 | \$2610 | \$2565 | \$2340 | 4.875 x 7.75 |
| 2/3 Page Vertical | \$2325 | \$2290 | \$2175 | \$2075 | \$1980 | 4.875 x 5.1875 |
| 1/2 Page Horizontal | \$2025 | \$1925 | \$1815 | \$1690 | \$1615 | 4.875 x 3.875 |
| 1/2 Page Vertical | \$2025 | \$1925 | \$1815 | \$1690 | \$1615 | 2.1875 x 7.5 |
| 1/3 Page Horizontal | \$1470 | \$1400 | \$1305 | \$1250 | \$1155 | 4.875 x 2.5625 |
| 1/4 Page Horizontal | \$1240 | \$1190 | \$1120 | \$1040 | \$845 | 4.875 x 1.9375 |
| 1/4 Page Vertical | \$1240 | \$1190 | \$1120 | \$1040 | \$845 | 2.1875 x 3.875 |

*Cover pricing contact the Publisher

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 |

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 bottom.

TRIM SIZE:
5.5" X 8.5"

'PRODUCT LOCATOR' Inch Ads

Inch Ads highlight and call attention to your company within the Product Category Listings of the Buyers' Guide.

DIGITAL SPECS

All advertisements are to be submitted on digital media: email 15 Mbs max. Files may be created in Adobe InDesign. Graphic files in Adobe Photoshop or Illustrator, PDF, TIF, JPEG or EPS images may be submitted and are preferred. All graphics must be a minimum of 300 dpi and all color must be CMYK. Microsoft Word, Publisher or Powerpoint files are not acceptable. A hardcopy of the advertisement must be provided.



| INCH ADVERTISEMENTS | | | | | |
|---------------------------|------------------------|-------|-------|-------|-------|
| Rate Per Inch | 1-2 | 3-5 | 6-8 | 9-11 | 12+ |
| Amount | \$300 | \$290 | \$275 | \$265 | \$255 |
| Mechanical Specifications | 2.1875" X 1", 2" or 3" | | | | |

Closing Date

June 30, 2022

Inch Ads Get Results

- Draw *ATTENTION* to your Product Listings
- **Boldfaced** listings
- Unlimited listings- minimum of three inch ads
- Free art service
- Complimentary copy of the 2022 FTI Buyers' Guide.

Contacts

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2.1875" x 3"

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