

## PRINT ADVERTISING RATES

# THE METAL FABRICATORS DIRECTORY®

### DISPLAY ADVERTISING RATES

Full Page Ads	\$6,630 net
Two-Thirds Page Ads	\$5,650 net
Half Page Island Ads	\$5,510 net
Half Page Vertical Ads	\$4,760 net
Half Page Horizontal Ads	\$4,760 net
Third Page Vertical Ads	\$4,120 net
Third Page Square Ads	\$4,120 net
Quarter Page Square Ads	\$3,630 net

\*AD AGENCIES: Add 15%  
 \*Rates include 4-Color Process

### PREMIUM ADVERTISING POSITIONS

#### COVER POSITIONS

Reserve your premium position now.

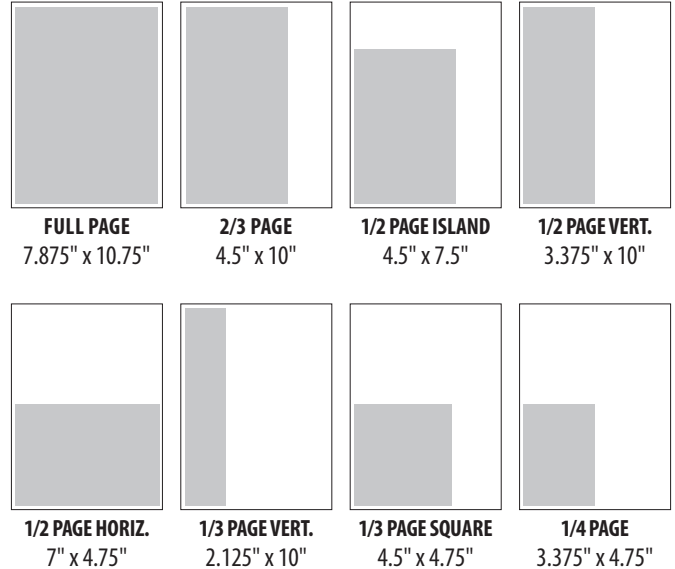
- Inside Front Cover: **\$7,700**
- Inside Back Cover: **\$7,500**
- Back Cover: **\$8,000**

#### ADVERTISER BONUS

Print display advertisers receive boldface listings and live links in the online directory. All display ad sizes are available. Additional online-only features are also available.

## PRINT MECHANICAL SPECIFICATIONS

**PUBLICATION TRIM SIZE:** 7.875" x 10.75"



**Live Area:** Keep live matter at least 1/4" away from trim dimensions.

**Bleed:** Please allow an 1/8" bleed on all sides. Fractional ads do not bleed.

**Single page bleed size:** 8 1/8" x 11"

**2-Page Spread Bleed:** 16 1/4" x 11"

**Printing:** Web offset, SWOP standards apply.

**Binding:** Perfect (adhesive)

## PRINT MEDIA & FILE FORMATS

### Submitting ads electronically is strongly encouraged.

- File size <5 MB may be emailed to [carlotta@modernmetals.com](mailto:carlotta@modernmetals.com)
- For file sizes larger than 5MB, please contact Carlotta Lacy, VP Production, at 312/654-2318 to obtain uploading instructions.
- **Preferred File Format:** PDF/X-1a
- **Alternate File Formats Accepted:**
  - High-resolution, press-optimized PDFs
  - Native Application Files: QuarkXpress or InDesign—Include all screen and printer versions of fonts used and linked high-resolution (300 dpi minimum) images

- Illustrator (create outlines) or Photoshop files
- We do not accept files created in Microsoft Word, PowerPoint, Publisher, CorelDraw, Pagemaker or any presentation software.
- **Image Requirements:** All images for ads should be color corrected and provided at or above our minimum resolution requirement of 300 dpi. Image files should be CMYK and in .tif or .eps file format.

### Submitting ads on physical media is also permitted.

Submit all materials to:  
 Trend Publishing, 123 W. Madison St,  
 Suite 950, Chicago, IL 60602

**Proofs:** A SWOP Certified\* contract level proof is required for color guidance on press. Color laser & ink jet proofs will only be used for content checking and will not serve as color guidance on press. If a SWOP certified proof is not supplied, Trend Publishing cannot guarantee the color reproduction of your ad.

\*For more information on SWOP standards and acceptable proofs, please visit [www.swop.org](http://www.swop.org) or [www.idealiance.org](http://www.idealiance.org).

**Film:** Film negatives are not accepted.

### Alterations to Materials:

Requests for minor changes to existing or on-file materials will be reviewed on an individual basis. Depending on how the original files are set up, it may not be possible to make some changes, and therefore new materials may be requested.

## CONTACT

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