

FORGING 2008 General Advertising Rates

Ad dimensions:

Size	Inches Wide		Inches Deep
Full Page	6 7/8	x	9 3/4
2/3 Pg	4 1/2	x	9 3/4
1/2 Pg - isl	4 1/2	x	7 3/8
1/2 Pg - horz	6 7/8	x	4 5/8
1/2 Pg - vert	3 1/4	x	9 3/4
1/3 Pg - sq	4 1/2	x	4 5/8
1/3 Pg - vert	2 1/8	x	9 3/4
1/4 Pg - sq	3 1/4	x	4 5/8
1/6 Pg	2 1/8	x	4 5/8
Spread	14 1/2	x	9 3/4

Full page ad size:

Bleed size: 7 7/8" W x 10 3/4" H

Final trim size: 7 5/8" W x 10 1/2" H

Size	1 X	3 X	6 X
Full Page	\$3,560	\$3,190	\$3,030
2/3 Page	\$3,110	\$2,885	\$2,740
1/2 Island	\$2,825	\$2,620	\$2,480
1/2 Page	\$2,365	\$2,195	\$2,085
1/3 Page	\$1,970	\$1,890	\$1,830
1/4 Page	\$1,500	\$1,450	\$1,400
1/6 Page	\$1,280	\$1,225	\$1,175
Color Rates	One page or less		Spread
Standard or Process Color	\$ 540		\$ 755
Matched or Metallic	\$ 690		\$ 1,200
3 & 4 Color Process	\$ 975		\$ 1,750

For Multiple Page Rates (R.O.P.) and Supplied Insert rates please contact Publisher directly

Binding Method:

Saddle-stitch

Printing Specifications:

Printed web offset. Unusually large areas of solid ink coverage cannot be guaranteed. In general, follow, "Specifications Web Offset Publications" (S.W.O.P.) All ad materials are required in digital format.

Printing Process:

Web offset

Platform: Macintosh or PC accepted

Files Accepted: PFD (preferred), PDF/X, Postscript or Native files.

Color: Send all files in CMYK mode, unless Pantone color is running. RGB files must be converted to CMYK. Please indicate all colors including Pantone colors on checklist.

Embedded Images: MINIMUM resolution requirements: 300 dpi for full-color artwork or grayscale; 1200 dpi for bitmap (B/W line art) images and logos from websites are NOT usable for print ads.

Electric File Transfer:

Electronic files may be submitted via website at www.pentondigitalads.com. When submitting files via the website a S.W.O.P. certified proof must be mailed to: FORGING, Penton Media Inc., 9800 Metcalf Avenue, Overland Park, KS 66212, Attn: Production Manager. For additional information on S.W.O.P. requirements go to: www.swop.org.

Submit your ad through <http://www.pentondigitalads.com>:

Penton Media, Inc. uses computer-to-plate technology for all printed material. We ask that our advertisers supply digital files using the standard file formats as listed above. For instructions on creating electronic files visit www.pentondigitalads.com. Need help submitting digital files email our Technical Support Team at: PageFlow@penton.com.

General Regulations:

Agency commission: 15%
 Bills rendered: Publications date
 Rates are based on the number of insertions used within a 12 month period from the date of the first insertion, regardless of ad size.
 Storage: Penton Media, Inc. does NOT keep copies of electronic files. Advertisers must retain the original copy.

Publisher Services: Applicable Conversion Charges:

Negatives to digital format @ \$50.00 per piece of film.

Native applications files @ \$125.00 minimum charge.

S.W.O.P approved digital proof @ \$100.00.

Penton Media, Inc.. will not be held liable for the reproduction of any submitted without a S.W.O.P. certified proof.

Please make sure all digital files meet ad dimensions listed. Penton Media reserves the right to reduce and/or re-size any over-sized or incorrectly sized ads, received from advertisers and/or their agencies, to fit the ad dimensions indicated in the rate card.

Liability: The publisher reserves the right to hold advertisers and/or their advertising agencies jointly and severally liable for money due and payable to the publisher.

www.forgingmagazine.com

FORGING Magazine

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