

AMERICAN TOOL, DIE & Stamping NEWS

Serving the American Tool, Die & Stamping Industry for 38 Years!



2010 MEDIA INFORMATION

Editorial Mission ♦ Circulation Information
Editorial Calendar ♦ Rate Card
Size Specifications ♦ Material Requirements

EDITORIAL CALENDAR 2010

SPECIAL EMPHASIS ISSUES & DEADLINES:

January/February 2010

Deadline: Dec. 19

Presses, Press Feeders, Conveyors,
Coil Handling,

March/April 2010

Deadline: Feb. 13

Correcting Press Lubrication Leaks, Punches, Die Sets, & EDMing

May/June 2010

Deadline: April 15

Press Replacement versus Rebuild,
Coil Handling

July/August 2010

Deadline: June 15

Press Leveling and Alignment, Pre-Show Information FABTECH
International & AWS Welding SHOW, including Metalform

September/October 2010

Deadline: Aug. 14

Press & Die Safeguarding, Presses, Conveyors, Quick Die Change
Systems, Plus: Show Information, FABTECH International &
AWS Welding SHOW including Metalform

November/December 2010

Deadline: Oct. 16

Die Repair Cost Accounting & Die Repair Recordkeeping
18th Annual Buyer's Guide (Buyer's Guide Deadline: Oct. 15th, 2010)

Contact Gail Dawson for editorial information:



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Fax: 248-239-0670
Email: Gail@ameritooldie.com
website: www.ameritooldie.com

2010 RATE CARD

ADVERTISEMENT RATES IN U.S. DOLLARS

Page Size	6X	3X	1X
4C			
Full	\$3445	\$3645	\$3850
2/3	\$3080	\$3220	\$3345
Isl.	\$2865	\$2975	\$3090
1/2	\$2670	\$2795	\$2925
1/3	\$2375	\$2520	\$2650
1/4	\$2105	\$2185	\$2295
1/6	\$1235	\$1335	\$1385
1/8	\$1175	\$1230	\$1280
B/W			
Full	\$2395	\$2575	\$2805
2/3	\$2035	\$2170	\$2305
Isl.	\$1825	\$1930	\$2045
1/2	\$1625	\$1725	\$1860
1/3	\$1315	\$1455	\$1595
1/4	\$1050	\$1150	\$1245
1/6	\$ 755	\$ 865	\$ 900
1/8	\$ 680	\$ 760	\$ 805

WEB BANNER RATES IN U.S. DOLLARS

www.ameritooldie.com

Premium Banners

12 months	\$400 mo.
9 months	\$450 mo.
6 months	\$500 mo.
3 months	\$550 mo.

Standard Banners

12 months	\$250 mo.
9 months	\$275 mo.
6 months	\$300 mo.
3 months	\$350 mo.

**Banner ads will rotate with
no more than five other ads**

Banners come in 2 sizes:

Premium: 468 by 60 pixels
Standard: 150 by 100 pixels

Special Positions

Cover Position: plus 20% of earned black & white rate.
Requested positions: plus 10%.

Terms and Conditions

Net 30 days. Advertiser and advertising agency are jointly and severably liable for payment. Contracts, insertion orders, purchase orders, etc., containing sequential liability clauses will not be accepted. 15% agency commission applies on all display advertising, provided the account is paid in full within 30 days of invoice date.

Foreign Payments

Please contact American Tool, Die & Stamping News or wire payment details. Payment by Visa/MasterCard American Express also accepted. Wire transfer fees and other bank charges are the responsibility of the advertiser or its agency and cannot be deducted from the net invoice amount.

Advertising Make Up & Design

In-house creative services billed at cost.

Corrections/Changes to Advertisements

The Publisher and its Advertising Sales Representatives make every effort to ensure that changes to existing ads are made exactly as the customer requests. However, the publisher cannot be held liable for inaccuracies contained on materials supplied by the advertiser or its agency. It is the sole responsibility of the advertiser or its agency to supply a new ad whenever errors are discovered or changes are needed. Production charges for changes requested of the publisher or its printer will be billed to the advertiser or its agency at cost. Front and back of insert should be noted on a sample.

Material Requirements

Preferred format for all advertising material is Adobe PDF file (Distiller for Print). Native files, with the exception of image files made in Adobe Photoshop are discouraged.

All material must be made using CMYK color, and black text should be made by using black only. Never make black text using CMYK. All art must have a resolution of 300 dpi or greater, and line art should be scanned at 1200 dpi.

Bleed Requirements:

When submitting an advertisement with bleed, the bleed must be extended by 1/4 of an inch beyond the trim size and any copy/art inside the trim should be kept minimum 1/4 of an inch away from the trim size. This is very important in order to prevent that it is too close to the trim line and will be cut off.

SEND EMAIL FILES TO:

Ken@ameritooldie.com

**PUBLICATION
TRIM SIZE:**
8 x 10.75
(20.32 x 27.30cm)

**SAFETY
MARGINS:**
1/4" (.96cm)
from Trim Size



Spread Rates (Facing Pages)

Black & White (Spread)	\$4,900
2nd Color Process (Spread)	\$5,350
Four Color Process (Spread)	\$5,900

Inserts (single sheet)

Inserts (single sheet)	\$4,000
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Cover Gatefold (Includes Color)

Cover Gatefold (Includes Color)	\$6,500
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Editorial Front Cover (Includes Color)

Editorial Front Cover (Includes Color)	\$5,900
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Classifieds

1/2	\$1,500
1/3	\$ 900
1/4	\$ 700
Business Card	\$ 400

(Classifieds Black & White only)

Non-Bleed Size	Width	Height
Full Page	7" (17.78 cm)	10" (25.40 cm)
1/2 Page Horizontal	7" (17.78 cm)	4.875" (12.38 cm)
1/2 Page Vertical	3.5" (8.89 cm)	10" (25.40 cm)
1/2 Page Island	4.625" (11.75 cm)	7.5" (19.05 cm)
1/3 Page Horizontal	4.625" (11.75 cm)	4.875" (12.38 cm)
1/3 Page Vertical	2.1875" (5.55 cm)	10" (25.40 cm)
2/3 Page	4.625" (11.75 cm)	10" (25.40 cm)
1/4 Page Horizontal	7" (17.78 cm)	2.375" (5.96 cm)
1/4 Page Vertical	3.5" (8.89 cm)	4.875" (12.38 cm)
1/6 Page Vertical	2.1875" (5.55 cm)	4.875" (12.38 cm)
1/8 Page	3.5" (8.89 cm)	2.375" (5.96 cm)

Bleed Size	Trim Size		Bleed Size	
	Width	Height	Width	Height
Full Page Spread	16" (40.64 cm)	10.75" (27.30 cm)	16.25" (41.27 cm)	11" (27.95 cm)
Single Page Insert	8" (20.32 cm)	10.75" (27.30 cm)	8.125" (20.65 cm)	11" (27.95 cm)
Full Page	8" (20.32 cm)	10.75" (27.30 cm)	8.25" (20.96 cm)	11" (27.95 cm)
1/2 Page Spread	16" (40.64 cm)	5.375" (13.65 cm)	16.25" (41.27 cm)	5.5" (13.98 cm)
1/2 Page Horizontal	8" (20.32 cm)	5.5" (13.97 cm)	8.25" (20.96 cm)	5.75" (14.60 cm)
1/2 Page Vertical	3.75" (9.53 cm)	10.75" (27.30 cm)	4.25" (10.16 cm)	11" (27.94 cm)

2010 PUBLISHING & SUBSCRIPTION DETAILS

ISSUES & CLOSING DATES 2010

January/February issue:	December 19, 2009
March/April issue:	February 13
May/June issue:	April 15
July/August issue:	June 15
Sept./October issue:	August 14
Nov./December issue:	October 16

PUBLISHING & SUBSCRIPTION DETAILS

For 38 years American Tool Die & Stamping News has been the leading publication reporting on the industry. Published six times a year beginning each January / February. The journal is mailed free only to those qualified individuals directly engaged in production, research and development, sales, marketing and purchasing in the Tool, Die and Stamping industry.

The annual subscription rate for non-qualified individuals and/or companies located in the United States, Canada and Mexico is \$65. (\$52 subscription agency).

Other countries \$125 (\$100 subscription agency).

All qualified free subscriptions are delivered via surface/sea mail. Subscriptions cannot be pro-rated to achieve a common expiration date.

New subscriptions begin with current issues only upon receipt of payment. Renewals cannot be back-dated more than one issue.

Proper remittance must accompany the order along with information regarding the type of business and the subscriber's title at the company. Invoices are issued only as receipt of payment. Subscription refunds are offered on a pro-rated basis until the next to last issue. Visa, MasterCard and American Express payment accepted.

Claims for missing copies will be honored for up to six (6) months past issue date. Individual back copies are \$12 each.

American Tool Die & Stamping News is not responsible for undelivered issues due to circumstances beyond its control.

List Rental: The American Tool Die & Stamping News circulation list is only available for use to qualified advertisers.

Contact your sales representative for additional circulation information.

American Tool Die & Stamping News

*THE WORLDWIDE INFORMATION
SOURCE TO DECISION-MAKING
PROFESSIONALS IN THE
TOOL, DIE & STAMPING INDUSTRY*

American Tool Die & Stamping News serves corporate executives and site managers, scientists, engineers and technical personnel at corporations in the Tool, Die and Stamping industry.

AMERICAN TOOL, DIE & Stamping NEWS

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