

# AMERICAN TOOL, DIE & Stamping NEWS

**Serving the American Tool, Die & Stamping Industry for 39 Years!**



## 2011 MEDIA INFORMATION

- Editorial Mission ◆ Circulation Information
- Editorial Calendar ◆ Rate Card
- Size Specifications ◆ Material Requirements

# EDITORIAL CALENDAR 2011

## SPECIAL EMPHASIS ISSUES & DEADLINES:

### January/February 2011

**Deadline: Dec. 17**

Tooling - *Components, Die-design software, tooling sensors, QDC, in-die tapping, etc.*  
Material Handling - *Conveyors, packaging, etc.*

### March/April 2011

**Deadline: Feb. 18**

Coil Handling - *Coil-handling equipment, blank handling, slitting, etc.*  
Presses and Pressroom Automation - *Stamping presses, robotic press loading and unloading, transfer systems*

### May/June 2011

**Deadline: April 22**

Lubrication - *Part and tool lubrication and lubricants*  
Material Handling - *Conveyors, packaging, etc.*  
Tooling

### July/August 2011

**Deadline: June 24**

Coil Handling - *Coil-handling equipment, blank handling, slitting, etc.*  
Press Controls and Sensors - *Press and pressline controls, pressline and die sensors*

### September/October 2011

**Deadline: Aug. 19**

2011 Fabtech Preview (Nov. 13-16) - *Summary article and advertorial program for exhibitors*  
Press and Pressroom Automation - *Stamping presses, robotic press loading and unloading, transfer systems*  
Tooling

### November/December 2011

**Deadline: Oct. 21**

Coil Handling - *Coil-handling equipment, blank handling, slitting, etc.*  
Quick Die Change - *Quick-die-change technology and benefits*  
2012 Buyers' Guide

**For more information on our editorial calendar or advertising opportunities contact:**

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National Sales manager  
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Direct: 216-721-1800 - Ext. 124  
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[www.Ameritooldie.com](http://www.Ameritooldie.com)

# 2011 RATE CARD

## ADVERTISEMENT RATES IN U.S. DOLLARS

Page Size	6X	3X	1X
<b>4C</b>			
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>B/W</b>			
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](http://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.

### Spread Rates (Facing Pages)

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

Inserts (single sheet) \$4,000

Cover Gatefold (Includes Color) \$6,500

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

### Classifieds

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

(Classifieds Black & White only)



**For your best advertising rates call our  
Account Executive:**

**John Moore**

Phone: 216-721-1800 Ext.124

Mobile: 216-531-4044

E-mail: [jmoore@lpcpub.com](mailto:jmoore@lpcpub.com)

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

### SEND EMAIL FILES TO:

[Ken@ameritooldie.com](mailto:Ken@ameritooldie.com)

### PUBLICATION

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

### SAFETY

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

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

## 2011 PUBLISHING & SUBSCRIPTION DETAILS

### ISSUES & CLOSING DATES 2011

January/February issue:	December 17, 2010
March/April issue:	February 18
May/June issue:	April 22
July/August issue:	June 24
Sept./October issue:	August 19
Nov./December issue:	October 21

### PUBLISHING & SUBSCRIPTION DETAILS

For almost 40 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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