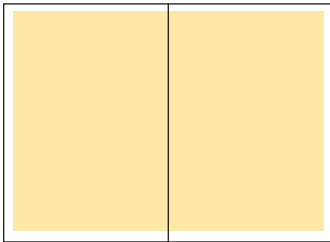


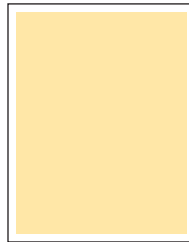
One Size Does Not Fit All. Various Options for Your Marketing Plan

Space units can be used in various ways, depending on the impact desired, the extent of the message and the budget available. Advertising studies show greater frequency often offsets larger units with less frequency, and four-color ads generally obtain readership and inquiries greater than the additional color charge. No matter what the communication and marketing objectives, a program in *MetalForming* can be tailored to meet them efficiently and effectively.

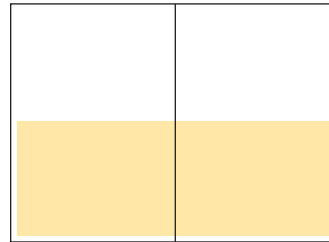
Publication trim size: 7⁷/₈" x 10³/₄" (7.875" x 10.75")
(shaded areas shown below are nonbleed)



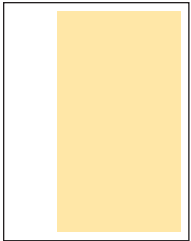
Spread
15" x 10" nonbleed
16" x 11" bleed*



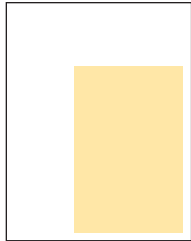
Full Page
7" x 10" nonbleed
8¹/₈" x 11" bleed*
(8.125" x 11")



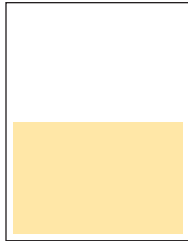
1/2 Horizontal Spread
15" x 4⁷/₈" nonbleed
(15" x 4.875")
16" x 5¹/₂" bleed*
(16" x 5.5")



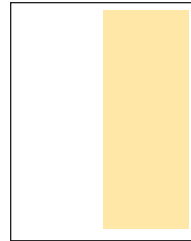
2/3 Vertical
4¹/₂" x 10" nonbleed
(4.5" x 10")
5¹/₈" x 11" bleed*
(5.125" x 11")



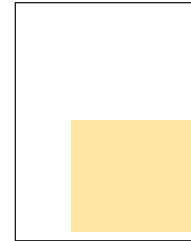
1/2 Island
4¹/₂" x 7¹/₂" nonbleed
(4.5" x 7.5")
5¹/₈" x 8¹/₄" bleed*
(5.125" x 8.25")



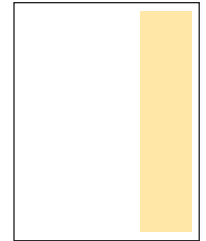
1/2 Horizontal
7" x 4⁷/₈" nonbleed
(7" x 4.875")
8¹/₈" x 5¹/₂" bleed*
(8.125" x 5.5")



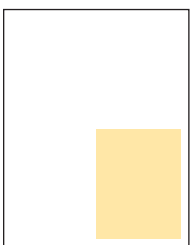
1/2 Vertical
3³/₈" x 10" nonbleed
(3.375" x 10")
4¹/₈" x 11" bleed*
(4.125" x 11")



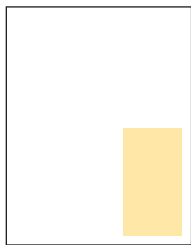
1/3 Square
4¹/₂" x 4⁷/₈" nonbleed
(4.5" x 4.875")
5¹/₈" x 5¹/₂" bleed*
(5.125" x 5.5")



1/3 Vertical
2³/₁₆" x 10" nonbleed
(2.1875" x 10")
2⁷/₈" x 11" bleed*
(2.875" x 11")



1/4 Vertical
3³/₈" x 4⁷/₈" nonbleed
(3.375" x 4.875")



1/6 Vertical
2³/₁₆" x 4⁷/₈" nonbleed
(2.1875" x 4.875")



1/6 Horizontal
4¹/₂" x 2⁵/₁₆" nonbleed
(4.5" x 2.3125")

Ad Sizes Available in *MetalForming*

* Wording and images on all bleed ads should be kept at least ³/₈" (0.375") from trim edges. Bleed sizes for spread and full-page ads include ¹/₈" (0.125") bleed on all sides.