

# 2010 Display Advertising Rates

## Display Advertising Rates (Black & White)

Unit	1X	3X	6X	9X	12X
2-page spread*	\$9645	\$9175	\$8570	\$7915	\$7040
full page	5085	4830	4525	4180	3715
2/3	3410	3300	3000	2830	2585
1/2 Island**	3200	2945	2770	2590	2400
1/2	2860	2780	2570	2370	2180
1/3	2000	1870	1765	1675	1490
1/4	1500	1425	1390	1295	1150
1/6	1035	975	940	860	730

### Preferred Positions

IFC & IBC	5870	—	5240	—	4415
Back Cover	5985	—	5315	—	4610

\*2-page spread counts as one insertion

\*\*only ad on page

Special Positions—Any position specified other than those listed—  
10% additional on space and color.

Inserts: Information available on request.

## Color Rates for full, 2/3, island, 1/2 page ads

Standard 2-color (blue, green, yellow, red, orange)

	1X	3X	6X	9X	12X
2-color	\$525	\$475	\$425	\$375	\$325
4-color	\$1025	\$1000	\$975	\$950	\$925

4-color, 2-page spread—\$1550

Metallic Color—Call sales rep for quote.

Match Color—\$900

## Color Rates for 1/3, 1/4, 1/6 page ads

Standard 2-color (blue, green, yellow, red, orange)

	1X	3X	6X	9X	12X
2-color	\$400	\$375	\$350	\$325	\$300
4-color	\$950	\$925	\$900	\$875	\$850

Metallic Color—Call sales rep for quote.

Match Color—\$900

## Classifieds

\$120/column inch—includes typesetting (boldface & italics), borders, heading and optional black-and-white images. 1" minimum, 4" maximum. Display rates will apply on larger-sized ads. A free quote and proof can be obtained by e-mailing ad copy and/or images to [scubranich@pma.org](mailto:scubranich@pma.org). No agency commission allowed.

Internet Rate: To have your hyperlinked

classified ad on *MetalForming's* website, add \$50/column inch. For web-only ads—\$150/column inch. Closing date is the 5th of the month prior to the publication month. Contact Sue Cubranich at 216/901-8800 (x131), [scubranich@pma.org](mailto:scubranich@pma.org) for additional information.

To view online classifieds, go to [www.metalformingmagazine.com/classif/index.asp](http://www.metalformingmagazine.com/classif/index.asp).

## Issuance and Closing Dates

Published monthly, issued by the 1st of publication month. Closing date for space reservations is the 25th of the second month preceding the date of issue. Material deadline is the 1st of the month preceding.

**Cancellation Dates:** Contracts may be cancelled by advertiser or publisher 30 days prior to closing date. Cancellation of insertion orders or other commitments cannot be accepted by the publisher after closing date.

## Payment Terms

Net 30 days. U.S. bank funds. The advertiser is responsible for all payments. In the event an agency fails to pay the amount owed to the publisher, it will be the obligation of the advertiser. When an agency has a poor financial record, the publisher reserves the right to invoice the advertiser directly and remit commissions to the agency when the invoice is paid.

## Commission and Cash Discount

**Agency Commission:** 15% of gross billing allowed to recognized agencies only, on space, color and position. Commission is not allowed on production and mechanical charges.

**Cash Discount:** No cash discount.

## Contracts

All advertising contracts are accepted subject to the terms and provisions contained in the current rate card. Contracts are accepted subject to change in rates upon notice from the publisher. Rates hold for the duration of the contract and are based on number of issues used in a 12-month period.

A short-rate invoice will be sent to advertisers who, within their 12-month contract period, do not use the amount of space upon which their billings have been calculated. A rebate will be issued to advertisers who, within their 12-month contract period, have used additional space to allow a lower rate than invoiced. The rebate will not be issued until the higher frequency is attained.

Contracts consist of at least three ads scheduled and placed in 2010.