

# 2010 Insertion Order

This form authorizes PMA Services, Inc. to place advertising in *MetalForming* magazine as specified below:

**(Complete Materials Checklist on back and submit with this Insertion Order.)**

Advertising placed for: \_\_\_\_\_ company

Issue (Month/Year): \_\_\_\_\_

Size of Ad: \_\_\_\_\_ Color \_\_\_\_\_ Frequency \_\_\_\_\_

Ad Material:  Repeat \_\_\_\_\_ / \_\_\_\_\_  Ad Material Enclosed  
month/year

Ad Material to Arrive By: \_\_\_\_\_

Title of Ad: \_\_\_\_\_

Invoice \$ \_\_\_\_\_ to:

Company  Inhouse Agency  Agency of Record

Signature: \_\_\_\_\_

Name: \_\_\_\_\_  
please type or print

Date: \_\_\_\_\_

Please complete:

E-mail: \_\_\_\_\_

Website: \_\_\_\_\_

Billing Address:

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

Phone: \_\_\_\_\_

Fax: \_\_\_\_\_

Special Instructions:

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

**To guarantee placement, please return this form by the advertising closing date.**

Ad Issue Close	Ad Issue Close	Ad Issue Close	Ad Issue Close
Jan ....11/24	Apr .....2/26	Jul .....5/21	Oct .....8/27
Feb ....12/22	May ....3/26	Aug ....6/25	Nov ....9/24
Mar ....1/22	Jun .....4/23	Sep ....7/23	Dec....10/22

**Please complete both sides of this form.**

**Please complete both sides of this form and return to:**

**Susan Cubranich**  
**MetalForming Magazine**  
6363 Oak Tree Blvd. • Independence, OH 44131  
216/901-8800 • fax: 216/901-9669  
e-mail: scubranich@pma.org

## For information regarding advertising:

**MI, OH, International**  
**Andy Flando, Publisher**  
6363 Oak Tree Blvd.  
Independence, OH 44131  
Ph: 216/901-8800 • Fax: 216/901-9669  
aflando@pma.org

**North Central**  
**Ryan King**  
2436 N. Linden Place #2  
Chicago, IL 60647  
Ph: 773/414-9292 • Fax: 773/252-3310  
RKING@rkmediaadv.com

**Western NY, Western PA,**  
**Mountain, Pacific, Canada**  
**Vivian Tomsik**  
6363 Oak Tree Blvd.  
Independence, OH 44131  
Ph: 216/901-8800 • Fax: 216/901-9669  
vtomsik@pma.org

**New England, Eastern NY,**  
**Eastern PA**  
**Rick Edman**  
576 Post Road • Darien, CT 06820  
Ph: 203/656-1000 • Fax: 203/656-1007  
Rick\_Edman@edmancompany.com

**South Atlantic, South Central**  
**Bob West**  
855 Georgian Hills Drive  
Lawrenceville, GA 30045  
Ph: 678/377-5749 • Fax: 678/377-9098  
MetalForm\_bobwest@msn.com

**North Central, International**  
**Sherry Theien**  
8392 Leesburg Ct. • Rockford, IL 61114  
Ph: 815/282-6000 • Fax: 815/282-8002  
stheien@earthlink.net

**MetalForming**  
www.metalformingmagazine.com  
**216/901-8800 • fax 216/901-9669**

# 2010 Ad Specifications

## Materials Checklist:

Please complete the following checklist and submit with your insertion order.

Digital files:

- Macintosh       PC

Software used: **(Must include all fonts and linked images, 300 dpi)**

- QuarkXpress  
 Adobe Photoshop  
 Adobe Illustrator  
 Adobe InDesign  
 Adobe Acrobat PDF file, embed all fonts (PDF/X-1a:2001)

**We do not accept Word documents or Publisher files. Use CMYK colors (do NOT use RGB colors).**

## Color: (A color printout of all ads is required.)

- Black and white (300 dpi resolution, line art @1200 resolution)  
 2-color (use any two CMYK colors—cyan, magenta, yellow, black). Use different percentages to create different shades or color variations. Do not use PMS\* or RGB colors.  
 3-color (use any three CMYK colors—cyan, magenta, yellow, black). Use different percentages to create different shades or color variations. Do not use PMS\* or RGB colors.

\*One PMS match/metallic color (in place of cyan, magenta, yellow) and black may be used (but is not recommended) for 2-color ads only. NOTE: Using a PMS match/metallic color, instead of building the color using the CMYK process, will increase the ad cost. (See Match/Metallic Color rates on the Display Advertising Rates on page 10 of Media Kit.)

- 4-color (must be in CMYK mode at 300-dpi resolution). Do not use PMS or RGB colors.

**Magazine testing of files prior to production is available at NO CHARGE.**

### NOTE:

Files may be sent via e-mail, posted to our ftp site (call for link to the site), on a Zip or CD-ROM.

**A color printout of all ads is required!** SWOP-certified proof is required for all color ads. Laser proofs are acceptable for black and white ads only. *MetalForming* magazine will not be responsible for the reproduction of ads without a proof.

All 4-color graphics must be CMYK. Do not use PMS colors (sometimes referred to as "spot colors.") Do not use RGB colors. All fonts used need to be included. Files created with other software may be acceptable, please call if your software is not listed. High-resolution press-ready PDF files must have all fonts embedded in the file. If more than one type of file is provided, magazine reserves the right to choose.

### Publication will not provide proofs prior to printing.

If the ad file was not sent prior to the deadline for specification testing:

- (1) *MetalForming* magazine will not guarantee accurate reproduction and  
(2) a \$100 additional charge will apply if we must correct file errors to ensure accurate reproduction.

**Please complete and submit this checklist with all insertion orders.**

## Ad Sizes & Bleed Specifications

Publication trim size: 7<sup>7</sup>/<sub>8</sub>" x 10<sup>3</sup>/<sub>4</sub>"  
7.875" x 10.75"

2-page spread: 15" x 10"

2-page bleed spread\*: 16<sup>1</sup>/<sub>8</sub>" x 11"  
16.125" x 11"

full page: 7" x 10"

full page bleed\*: 8<sup>1</sup>/<sub>8</sub>" x 11"  
8.125" x 11"

2/3 page: 4<sup>1</sup>/<sub>2</sub>" x 10"  
4.5" x 10"

1/2 horizontal: 7" x 4<sup>7</sup>/<sub>8</sub>"  
7" x 4.875"

1/2 vertical: 3<sup>3</sup>/<sub>8</sub>" x 10"  
3.375" x 10"

1/2 island: 4<sup>1</sup>/<sub>2</sub>" x 7<sup>1</sup>/<sub>2</sub>"  
4.5" x 7.5"

1/3 square: 4<sup>1</sup>/<sub>2</sub>" x 4<sup>7</sup>/<sub>8</sub>"  
4.5" x 4.875"

1/3 vertical: 2<sup>3</sup>/<sub>16</sub>" x 10"  
2.1875" x 10"

1/4 page: 3<sup>3</sup>/<sub>8</sub>" x 4<sup>7</sup>/<sub>8</sub>"  
3.375" x 4.875"

1/6 horizontal: 4<sup>1</sup>/<sub>2</sub>" x 2<sup>5</sup>/<sub>16</sub>"  
4.5" x 2.3125"

1/6 vertical: 2<sup>3</sup>/<sub>16</sub>" x 4<sup>7</sup>/<sub>8</sub>"  
2.1875" x 4.875"

\*keep all live matter <sup>3</sup>/<sub>16</sub>" (0.375") from trim

Contact Susan Cubranich,  
216/901-8800, or  
scubranich@pma.org,  
for more information.

Contact Donna D'Amico,  
216/901-8800 or  
ddamico@pma.org, with  
questions regarding digital  
files or to have any file tested  
for correct specifications.

# MetalForming

www.metalformingmagazine.com

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