

# 2010 Mexico Publications & E-Newsletters

**MetalForming** magazine features its Spanish publications designed for industry suppliers to reach more than 10,000 metalformers in Mexico.

These full-sized Spanish editions will be mailed throughout Mexico to 10,000 metalformers. The issues will showcase 1/4-page profile ads (see sample), along with full- and half-page display advertisements (see reverse side with sizes and order form).

Editorial material (in Spanish) will include tutorial "how-to" technical articles and bylined commentaries from *MetalForming's* renowned columnists. Target customers and prospects with your advertisement.

Added to the website, <http://mexico.pma.org/magazine>, in mid-2008, is an industry-news section presented monthly in Spanish and in English. And to further support our efforts to keep metalforming executives and engineers in Mexico up to date on the latest news and events in the region, *MetalForming* introduced its **Spanish-language e-newsletter**. The newsletter is delivered monthly to more than 5000 metalforming professionals in Mexico, and also offers electronic-advertising opportunities. Contact your advertising representative.



## Featured 1/4-page Profile Ads

Just send your logo, photo, 80 to 90 words and contact info—we will do the rest.

**YOUR LOGO**

**YOUR PHOTO**

El objetivo de la PMA: "Representar la industria de conformación de metales y conducir a las empresas afiliadas tanto a una competitividad como a una rentabilidad superior"

Servicio a la Industria: La Precision Metalforming Association (PMA) es la asociación de comercio y servicios que representa aproximadamente 91 mil millones para la industria de conformado de metales de América del Norte, ra que esta industria crea productos de metal de precisión usando el estampado y otras técnicas, además de otros procesos de valor agregado. Sus casi 1,200 empresas miembro, incluyen estampadores de metal, fabricantes, hiladores, formadores de diapositiva y formadores de rollo, así como los proveedores de equipo, materiales y servicios a la industria.

Precision Metalforming Association  
6363 Oak Tree Blvd.,  
Independence, Ohio, U.S.A., C.P. 44131  
(001) 216/901-8800 • Fax: (001) 216/901-9190  
[www.metalforming.com](http://www.metalforming.com)

**4-color ad  
ONLY \$1080**

You can send your profile-ad text in English and we will translate it into Spanish **FREE!**

**Mail or fax the completed form on the back of this flyer to reserve your space now!**

| Issuance and Closing Dates                              |                  |                     |
|---|------------------|---------------------|
| Issue   | Ad Space Closing | Ad Material Closing |
| <b>April 2010<br/>(METALFORM<br/>Mexico Show Issue)</b> | Mar. 9, 2010     | Mar. 16, 2010       |
| <b>July 2010</b>  | Jun. 15, 2010    | Jun. 22, 2010       |
| <b>October 2010</b>                                     | Sept. 15, 2010   | Sept. 22, 2010      |

### For information regarding advertising, contact:

#### North Central, International

Sherry Theien  
8392 Leesburg Ct.  
Rockford, IL 61114  
815/282-6000 • fax: 815/282-8002  
E-mail: [stheien@earthlink.net](mailto:stheien@earthlink.net)

#### Mexico

Rodolfo Marroquin  
Av. Del Cortijo No. 4332  
Col. Cortijo del Rio  
Monterrey, N.L. 64890 Mexico  
Phone 5281-8349-5605  
E-mail: [rmarroquin@intercable.net](mailto:rmarroquin@intercable.net)

#### New England, South Atlantic, South Central, Mid-Atlantic, Mountain, Pacific, Canada

Vivien Tomsik  
6363 Oak Tree Blvd.  
Independence, OH 44131  
216/901-8800 • fax: 216/901-9669  
E-mail: [vtomsik@pma.org](mailto:vtomsik@pma.org)

**MetalForming**  
<http://mexico.pma.org/magazine>  
216/901-8800 • fax 216/901-9669

# 2010 Spanish-Edition Insertion Order

**Deadlines:**

**April Issue**  
March 9, 2010

**July Issue**  
June 15, 2010

**October Issue**  
September 15, 2010

**Please check appropriate boxes and return completed form by mail or fax to: 216/901-9669.**

## Advertising Rates and Sizes

**Rate Protection if 3x contract is signed before 3/19/2010**

Insert ads in the following issues of *MetalForming Mexico*:

- Ad Frequency:  1x  3x  
 April (Show Issue)  July  October

**1/4-pg Profile Ad\*** (3-3/8" x 4-7/8") (3.375" x 4.875")

|   | 1X     | 3X    |
|---|--------|-------|
| <input type="checkbox"/> 1/4-pg black & white | \$670  | \$565 |
| <input type="checkbox"/> 1/4-pg 2-color       | \$875  | \$770 |
| <input type="checkbox"/> 1/4-pg 4-color       | \$1080 | \$975 |

\*Profile ad translations are no additional charge

- YES, please publish \_\_\_\_\_ profile ad(s)  
 Descriptive copy enclosed  
 Logo, photo/brochure and contact information are enclosed

Special Instructions: \_\_\_\_\_

**1/2-pg horizontal** (7" x 4-7/8") (7" x 4.875") **or** (Ads must be provided in Spanish)  
**1/2-pg island** (4-1/2" x 7-1/2") (4.5" x 7.5")

|   | 1X     | 3X     |
|---|--------|--------|
| <input type="checkbox"/> 1/2-pg black & white | \$1135 | \$1030 |
| <input type="checkbox"/> 1/2-pg 2-color       | \$1340 | \$1235 |
| <input type="checkbox"/> 1/2-pg 4-color       | \$1595 | \$1495 |

**Full page** (7" x 10") **or** (Ads must be provided in Spanish)  
**full-page bleed\*** (8-1/8" x 11") (8.125" x 11")

|   | 1X     | 3X     |
|---|--------|--------|
| <input type="checkbox"/> 1-pg black & white | \$1750 | \$1650 |
| <input type="checkbox"/> 1-pg 2-color       | \$1955 | \$1855 |
| <input type="checkbox"/> 1-pg 4-color       | \$2265 | \$2165 |

\*trim size 8" x 10-3/4" (8" x 10.75") (keep live matter 3/8" from trim)

**Covers (4-color, full page only)** (Ads must be provided in Spanish)

|   | 1X     | 3X     |
|---|--------|--------|
| <input type="checkbox"/> Inside Front Cover | \$2470 | \$2370 |
| <input type="checkbox"/> Inside Back Cover  | \$2265 | \$2165 |
| <input type="checkbox"/> Outside Back Cover | \$2470 | \$2370 |

Note: All payments sent in U.S. bank funds currency only

**Classifieds** (Ads must be provided in Spanish)

- Classified advertising \$100/column inch

Call for categories

Ad Size(s) \_\_\_\_\_

Total Cost \$ \_\_\_\_\_

Note: All payments sent in U.S. bank funds currency only

Advertising space contract placed for:

\_\_\_\_\_ advertising company

By \_\_\_\_\_

agency or company name

Invoicing Address \_\_\_\_\_

City \_\_\_\_\_

State \_\_\_\_\_ Zip \_\_\_\_\_

Country \_\_\_\_\_

Phone \_\_\_\_\_

Fax \_\_\_\_\_

Signature \_\_\_\_\_

required

Print Name \_\_\_\_\_

Please complete:

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

Website \_\_\_\_\_

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