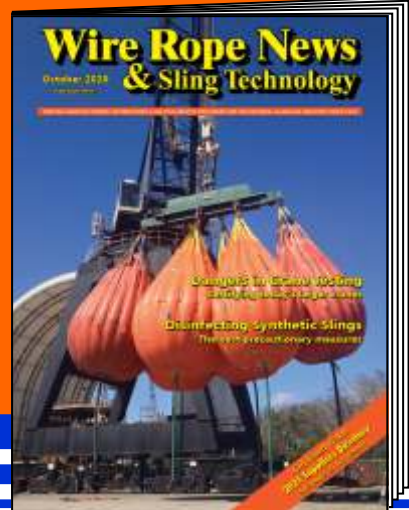


# Wire Rope News SINCE 1979! & Sling Technology

## ADVERTISING RATE CARD

Effective January 2021

Published by  
2D Publishing, LLC  
P.O. Box 612, Iselin, NJ 08830  
www.wirerope.news



cover photo © Dennis O'Rourke

### AD SIZE PLACEMENT RATES\*

Ad Size	1 Time	3 Times	6 times
1 page	\$1553 <sup>00</sup>	\$1535 <sup>00</sup>	\$1519 <sup>00</sup>
2/3 page	1428 <sup>00</sup>	1416 <sup>00</sup>	1399 <sup>00</sup>
1/2 page	1302 <sup>00</sup>	1291 <sup>00</sup>	1274 <sup>00</sup>
1/2 island	1337 <sup>00</sup>	1325 <sup>00</sup>	1308 <sup>00</sup>
1/3 page	1234 <sup>00</sup>	1223 <sup>00</sup>	1211 <sup>00</sup>
1/4 page	1206 <sup>00</sup>	1200 <sup>00</sup>	1188 <sup>00</sup>
1/4 page horiz.	1251 <sup>00</sup>	1245 <sup>00</sup>	1231 <sup>00</sup>
1/8 page	1165 <sup>00</sup>	1148 <sup>00</sup>	1132 <sup>00</sup>

1/3, 1/4 and 1/8 Page ads may not appear on the page alone without special request and pricing. (see Preferred Position statement)  
Only Full Page Ads are guaranteed right page placement (when available) unless otherwise requested.

### COVERS & PREMIUM PLACEMENT

(when available)

Ad Size	1 Time	3 Times	6 times
Inside FP	\$1609 <sup>00</sup>	\$1599 <sup>00</sup>	\$1582 <sup>00</sup>
Back Cover FP	\$1656 <sup>00</sup>	\$1638 <sup>00</sup>	\$1621 <sup>00</sup>

(see our website for list of premium pages)

**We No Longer Offer B&W Rates**

\*Per number of times run during volume year. Payments due in U.S. funds.

### SPECIFICATIONS

Magazine Trim Size	8 1/4" x 10 7/8"
Full page (with bleed)	8 1/2" x 11 1/8"
Full page (no bleed)	7 1/4" x 10 1/4"
2/3 page	4 1/2" x 10"
1/2 horizontal	7" x 4 7/8"
1/2 vertical	3 3/8" x 10"
1/2 island	4 1/2" x 7 3/4"
1/3 square	4 1/2" x 4 7/8"
1/3 vertical	2 3/16" x 10"
1/4 horizontal (2 col.)	4 1/2" x 3 5/8"
1/4 horizontal (3 col.)	7" x 2 3/8"
1/4 vertical	3 3/8" x 4 7/8"
1/8 horizontal	3 3/8" x 2 3/8"

### Commissions & Discounts

15% to recognized agencies. Other discounts may apply when available.  
Payment: net 30 days.  
No agency commissions allowed on accounts not paid within 30 days.

### Preferred Position

(When available) 15% extra per insertion per page or fractional page.

### Credit & Payment Information

Credit extended only to well established accounts. Payment due on printed ads: net 30 days. Invoices are sent per issue after publication. We accept pre-payment for your convenience.

### Issue and Closing Date

Published bi-monthly during 3rd week of Oct., Dec., Feb., April, June, Aug. Insertion orders, classified ads, and all other content must be received before the 20th of month preceding date of publication (e.g. March 20 to be in the April issue).

### Advertising Copy Material

All ads must be submitted in high-resolution 300dpi, CMYK. **RGB color will be converted to CMYK during the pre-printing setup and may result in color changes.**

Acceptable formats are PDF (X-1a preferred), JPG & TIF. (PDF files other than X-1a with blends and transparencies may yield unwanted results). **Type/fonts should be converted to curves/outlines.** Failure to do so may result in unexpected or incorrect display of typefaces and line breaks. For large files, please compress into a .ZIP or .RAR file before sending. Another option for large files is to use online cloud storage like DropBox, WeTransfer, Google Drive, etc.

### Want to advertise, but you don't have artwork?

Our graphics department can assist you. Please allow 3 weeks prior to printing deadline. Minimal design rates will apply.

Questions about Ad Design and Submissions:  
email [design@wireropenews.com](mailto:design@wireropenews.com) or call **732-602-4006**

Ad space in yellow shown in relation to text area in blue:

full page bleed* 8 1/2" x 11 1/8"	full page floating 7 1/4" x 10 1/4"	2/3 page 4 1/2" x 10"	1/2 horiz. 7" x 4 7/8"	1/2 island 4 1/2" x 7 3/4"	1/2 vertical 3 3/8" x 10"
1/3 vertical 2 3/16" x 10"	1/3 square 4 1/2" x 4 7/8"	1/4 vertical 3 3/8" x 4 7/8"	1/4 horiz. 4 1/2" x 3 5/8"	1/4 horiz. 7" x 2 3/8"	1/8 horiz. 3 3/8" x 2 3/8"

**\*IMPORTANT:** Please keep pertinent content at least **3/8"** away from page edges on Full Page "bleed" ads: Only the background should bleed. All text and images should not exceed 7.25" wide and 10.25" top to bottom.