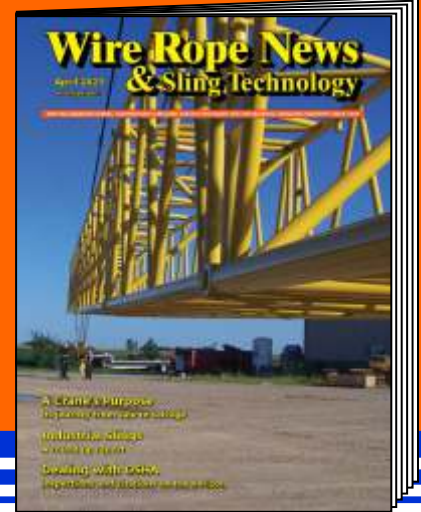


# Wire Rope News SINCE 1979! & Sling Technology

## ADVERTISING RATE CARD

Effective January 2022

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P.O. Box 612, Iselin, NJ 08830  
www.wirerope.news



cover photo © Dennis O'Rourke

### AD SIZE PLACEMENT RATES\*

Ad Size	1 issue	3 issues	6 issues
Full 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>

#### ALL RATES ARE "PER ISSUE"

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

### COVERS & PREMIUM PLACEMENT

(when available)

Ad Size	1 issue	3 issues	6 issues
Inside Cover 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 full list of premium pages)

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

### SPECIFICATIONS

Magazine Trim Size . . . . .	8¼"x10⅞"
Full page (with bleed) . . . . .	8½" x 11⅞"
Full page (floating, no bleed) . . . . .	7¼" x 10¼"
2/3 page . . . . .	4½" x 10"
1/2 page horizontal . . . . .	7" x 4⅞"
1/2 page vertical . . . . .	3⅞" x 10"
1/2 page island . . . . .	4½" x 7¾"
1/3 page square . . . . .	4½" x 4⅞"
1/3 page vertical . . . . .	2⅜" x 10"
1/4 page . . . . .	3⅜" x 4⅞"

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

	Full page bleed* 8¼" x 11⅞"		Full page floating 7¼" x 10¼"		2/3 page 4½" x 10"		1/2 horiz. 7" x 4⅞"
	1/2 vertical 3⅞" x 10"		1/2 island 4½" x 7¾"		1/3 sq. 4½" x 4⅞"		1/3 vertical 2⅜" x 10"
	1/4 page 3⅜" x 4⅞"						

**Preferred Position:** 15% extra per insertion per page or fractional page (When available). 1/2 Page ads placed on bottom of right hand pages are subject to this added charge. Call or email for details.

**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. May 20 to be in the June issue).

**Payment Information:** Payment due: net 30 days. Invoices are sent per issue after publication. We accept pre-payment for your convenience.

**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:** 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.

**Agency Commissions:** Recognized advertising agencies should call to discuss other discounts when available. No agency commissions on accounts not paid within 30 days.

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

**\*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.