

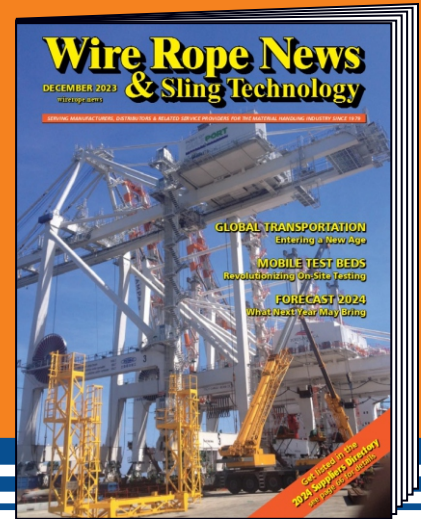
Wire Rope News & Sling Technology

SINCE 1979!

ADVERTISING RATE CARD

Effective January 2024

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



AD SIZE PLACEMENT RATES*

Ad Size	1 issue	3 issues	6 issues
Full page	\$1553 ⁰⁰	\$1535 ⁰⁰	\$1519 ⁰⁰
2/3 page	1428 ⁰⁰	1416 ⁰⁰	1399 ⁰⁰
1/2 page	1302 ⁰⁰	1291 ⁰⁰	1274 ⁰⁰
1/2 island	1337 ⁰⁰	1325 ⁰⁰	1308 ⁰⁰
1/3 page	1220 ⁰⁰	1206 ⁰⁰	1194 ⁰⁰
1/4 page	955 ⁰⁰	927 ⁰⁰	900 ⁰⁰

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

Ad Size	(when available)		
	1 issue	3 issues	6 issues
Premium FP	\$1609 ⁰⁰	\$1599 ⁰⁰	\$1582 ⁰⁰
Inside Cover FP	\$1635 ⁰⁰	\$1615 ⁰⁰	\$1600 ⁰⁰
Back Cover FP	\$1656 ⁰⁰	\$1638 ⁰⁰	\$1621 ⁰⁰

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

SPECIFICATIONS

Magazine Trim Size	8¼" x 10⅞"
Full page (with bleed)	8½" x 11⅛"
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	3⅘" x 10"
1/2 page island	4½" x 7½"
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: (black box is page trim)

Full page bleed *
8½" x 11⅛"
* keep important content 5/16" from all page edges

Full page floating
7¼" x 10¼"

2/3 page
4½" x 10"

1/2 horiz.
7" x 4⅞"

1/2 vertical
3⅘" x 10"

1/2 island
4½" x 7½"

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 (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 3rd week of Oct., Dec., Feb., April, June, Aug. Insertion orders, classified ads, and all other content must be received before the 15th of the month preceding publication date (e.g. May 15 for the June issue).

Agency Commissions:

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

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**. Note: RGB color will be converted to CMYK during the pre-printing setup and may result in color changes.

Acceptable Formats: high

resolution 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, we suggest using 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 or call **732-602-4006**

***IMPORTANT:** Please keep pertinent content at least 5/16" away from all page edges on Full Page ads that "bleed". Only the background should bleed. All text and images should not exceed 7.25" wide and 10.25" top to bottom.