

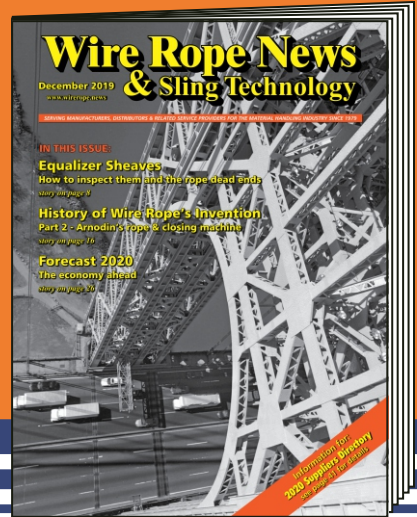
Wire Rope News & Sling Technology

NOW IN OUR
41st YEAR!

ADVERTISING RATE CARD

Effective January 2020

Published by
2D Publishing, LLC
P.O. Box 871, Clark, NJ 07066
www.wirerope.news



cover photo © Dave Frieder

AD SIZE PLACEMENT RATES*

Ad Size	1 Time	3 Times	6 times
1 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	1234 ⁰⁰	1223 ⁰⁰	1211 ⁰⁰
1/4 page	1206 ⁰⁰	1200 ⁰⁰	1188 ⁰⁰
1/4 page horiz.	1251 ⁰⁰	1245 ⁰⁰	1231 ⁰⁰
1/8 page	1165 ⁰⁰	1148 ⁰⁰	1132 ⁰⁰

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 ⁰⁰	\$1599 ⁰⁰	\$1582 ⁰⁰
Back Cover FP	\$1656 ⁰⁰	\$1638 ⁰⁰	\$1621 ⁰⁰

(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 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.