

print rates and specs

HIGH-PERFORMANCE
Composites

COMPOSITES
TECHNOLOGY

SOURCEBOOK 2014

2 PG Spread
Bleed: 16.25"W x 11"H
414 mm x 281 mm
Trim: 15.75"W x 10.5"H
400 mm x 267 mm
Live Area: 15.25"W x 10"H
387 mm x 254 mm

Full PG
Bleed: 8.375"W x 11"H
214 mm x 281 mm
Trim: 7.875"W x 10.5"H
200 mm x 267 mm
Live Area: 7.375"W x 10"H
187 mm x 254 mm

2/3 PG Vertical
4.375"W x 9.125"H
111 mm x 232 mm

1/2 PG Island
4.375"W x 6.875"H
111 mm x 175 mm

1/2 PG Horizontal
6.875"W x 4.375"H
175 mm x 111 mm

1/2 PG Vertical
3.25"W x 9.125"H
83 mm x 232 mm

1/3 PG Vertical
2.25"W x 9.125"H
57 mm x 232 mm

1/3 PG Square
4.375"W x 4.375"H
111 mm x 111 mm

1/4 PG Vertical
3.25"W x 4.375"H
83 mm x 111 mm

Inserts:

Please contact your District Manager for complete costs, specs, availability and shipping instructions. Inserts are due at printing plant 10 days after issue closing date.

Cover Position Requests:

Add 10% to space and color charges. Please contact your District Manager for rates and availability.

Combination Rates:

Advertisers may combine their total number of insertions in CT or HPC with any other Gardner Business Media, Inc. periodicals or Web sites during the same 12-month period to earn the best frequency discount.

Agency commission:

15% commission is allowed on display ads if material is furnished to our specifications and payment is received within 30 days of invoice.

Print-ready File Requirements:

Please submit print advertisements as an Adobe PDF/X-1a file.

How to Submit Files:

- Upload files at (20 MB max)
<http://files.gardnerweb.com>
Send to: Becky Helton
CW CompositesWorld
- E-mail file to:
bhelton@gardnerweb.com
- Ship CD/proofs to:
Advertising Department
CompositesWorld
6915 Valley Ave.
Cincinnati, OH 45244

For information, contact:
Becky Helton (513) 527-8800
bhelton@gardnerweb.com

Color	1x	4x	7x	9x	13x	19x	25x
2-color process	\$1,020	\$930	\$770	\$770	\$610	\$610	\$610
2-color, matched	\$1,250	\$1,130	\$940	\$940	\$750	\$750	\$750
4-color process	\$2,115	\$1,900	\$1,590	\$1,590	\$1,270	\$1,270	\$1,270

B&W	1x	4x	7x	9x	13x	19x	25x	37x
One page	\$6,795	\$6,065	\$5,175	\$4,330	\$4,175	\$4,070	\$3,970	\$3,895
2/3 page	\$5,575	\$4,955	\$4,240	\$3,520	\$3,420	\$3,335	\$3,250	\$3,200
1/2 island	\$4,735	\$4,245	\$3,605	\$3,000	\$2,910	\$2,840	\$2,765	\$2,720
1/2 page	\$4,075	\$3,660	\$3,105	\$2,590	\$2,505	\$2,450	\$2,385	\$2,345
1/3 page	\$2,915	\$2,610	\$2,270	\$1,855	\$1,785	\$1,745	\$1,700	\$1,675
1/4 page	\$2,370	\$2,090	\$1,765	\$1,470	\$1,420	\$1,385	\$1,350	\$1,330

Showcase	1x	4x	7x	13x
Showcase Ad Size:	3.5 W x 2.125 H inches			
Advertiser	\$850	\$725	\$715	\$490
Non-advertiser	\$1,225	\$1,100	\$980	N/A

Classified	1x	4x	7x	13x
Per column inch	\$280	\$260	\$240	\$220

Showcase frequency rates: Advertisers may earn 7x and 10x Showcase rates with display or classified frequency contracts of four or more insertions.

Minimum classified ad size is 1 column inch (2-1/4" W x 1" H). Classified display advertising is accepted and commissionable at regular display rates.