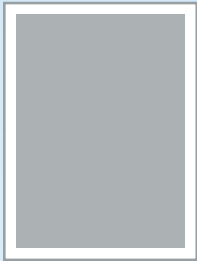


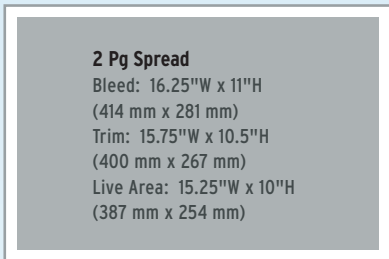
MMT IN PRINT

Print Ad Rates & Specs



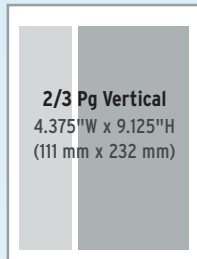
Full Page

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)

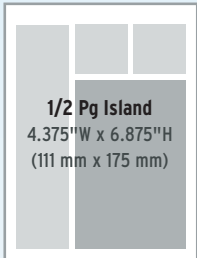


2 Pg Spread

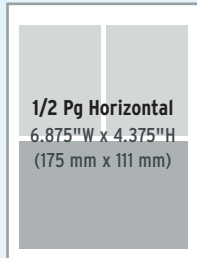
Bleed: 16.25"W x 11"H
(414 mm x 281 mm)
Trim: 15.75"W x 10.5"H
(400 mm x 267 mm)
Live Area: 15.25"W x 10"H
(387 mm x 254 mm)



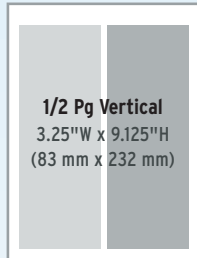
2/3 Pg Vertical
4.375"W x 9.125"H
(111 mm x 232 mm)



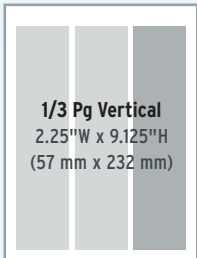
1/2 Pg Island
4.375"W x 6.875"H
(111 mm x 175 mm)



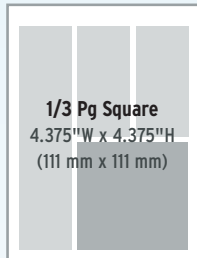
1/2 Pg Horizontal
6.875"W x 4.375"H
(175 mm x 111 mm)



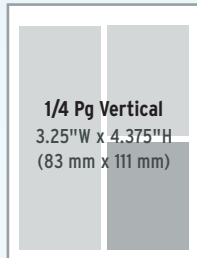
1/2 Pg Vertical
3.25"W x 9.125"H
(83 mm x 232 mm)



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)

4-COLOR RATES

SIZE	3x	6x	12x	24x
Full page	\$5,765	\$5,590	\$5,285	\$5,085
2/3 page	\$4,680	\$4,560	\$4,335	\$4,175
1/2 page island	\$4,300	\$4,185	\$4,005	\$3,865
1/2 page	\$3,955	\$3,855	\$3,680	\$3,560
1/3 page	\$3,225	\$3,150	\$3,030	\$2,940
1/4 page	\$2,880	\$2,820	\$2,725	\$2,650

2-COLOR RATES

SIZE	3x	6x	12x	24x
Full page	\$5,095	\$4,920	\$4,620	\$4,415
2/3 page	\$4,015	\$3,890	\$3,670	\$3,510
1/2 page island	\$3,625	\$3,515	\$3,325	\$3,190
1/2 page	\$3,285	\$3,190	\$3,010	\$2,895
1/3 page	\$2,550	\$2,480	\$2,360	\$2,270
1/4 page	\$2,210	\$2,155	\$2,055	\$1,985

BLACK AND WHITE RATES

SIZE	3x	6x	12x	24x
Full page	\$4,320	\$4,140	\$3,840	\$3,635
2/3 page	\$3,235	\$3,110	\$2,890	\$2,730
1/2 page island	\$2,840	\$2,700	\$2,535	\$2,400
1/2 page	\$2,505	\$2,430	\$2,230	\$2,115
1/3 page	\$1,770	\$1,700	\$1,585	\$1,490
1/4 page	\$1,430	\$1,375	\$1,275	\$1,205

Marketplace Ads	1x	4x	8x	12x
3.25 W x 1.5 H	\$615	\$560	\$510	\$410

All MoldMaking Marketplace ads are 4-color and must be boxed. No bleed ads permitted.

Classified Ads	1x		3x		Premium Positions	
	1x	3x	1x	3x	Position	Rate
1-10 INCHES	\$165	\$160			Inside Front or Back Cover	+\$1,000
11-20 INCHES	\$160	\$155			Inside Back Cover	+\$500
21-30 INCHES	\$155	\$150				



Combination Rates

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

Multiple-page Discounts:

Substantial discounts are available to advertisers running multiple pages. Consult the publisher or your district manager for details.

Agency Commission:

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

How to Submit Files:

Upload files to:

<http://files.gardnerweb.com>
Send to: MoldMaking Technology Magazine (Becky Helton)

E-mail file to: (5MB max) bhelton@gardnerweb.com

Ship CD/proofs to:

Advertising Department
MoldMaking Technology Magazine
6915 Valley Ave., Cincinnati OH 45244

For additional information contact

Becky Helton

Advertising Production Manager
bhelton@gardnerweb.com
or (513) 527-8800