Effective January 1, 2013.
All rates are gross, 15% agency commissionable.

4-Color Rates - Standard

4-Color	1x	3x	6x	9x	12x	18x	24x
Full Page	\$4,960	\$4,860	\$4,700	\$4,620	\$4,530	\$4,300	\$4,200
2/3 Page	\$4,420	\$4,340	\$4,200	\$4,110	\$4,040	\$3,840	\$3,760
1/2 Island	\$3,930	\$3,900	\$3,760	\$3,680	\$3,610	\$3,450	\$3,370
1/2 Page	\$3,540	\$3,520	\$3,390	\$3,340	\$3,280	\$3,140	\$3,080
1/3 Page	\$3,090	\$3,060	\$2,980	\$2,940	\$2,890	\$2,780	\$2,730
1/4 Page	\$2,710	\$2,690	\$2,630	\$2,600	\$2,560	\$2,470	\$2,430
1/8 Page	\$2,350	\$2,330	\$2,300	\$2,260	\$2,230	\$2,170	\$2,140
Spread	\$7,950	\$7,930	\$7,630	\$7,320	\$7,120	\$6,920	\$6,700

2-Color Rates

2-Color*	1x	3x	6x	9x	12x	18x	24x
Full Page	\$4,360	\$4,260	\$4,100	\$4,020	\$3,930	\$3,700	\$3,600
2/3 Page	\$3,820	\$3,740	\$3,600	\$3,510	\$3,440	\$3,240	\$3,160
1/2 Island	\$3,330	\$3,300	\$3,160	\$3,080	\$3,010	\$2,850	\$2,770
1/2 Page	\$2,940	\$2,920	\$2,790	\$2,740	\$2,680	\$2,540	\$2,480
1/3 Page	\$2,490	\$2,460	\$2,380	\$2,340	\$2,290	\$2,180	\$2,130
1/4 Page	\$2,110	\$2,090	\$2,030	\$2,000	\$1,960	\$1,870	\$1,830
1/8 Page	\$1,750	\$1,730	\$1,700	\$1,660	\$1,630	\$1,570	\$1,540
Spread	\$7,350	\$7,330	\$7,030	\$6,720	\$6,520	\$6,320	\$6,100

^{*}NOTE: Matched or PMS color: Add an additional \$250 to the 2-color standard rate.

Black and White Rates

B&W	1x	3x	6x	9x	12x	18x	24x
Full Page	\$3,710	\$3,610	\$3,450	\$3,370	\$3,280	\$3,050	\$2,950
2/3 Page	\$3,170	\$3,090	\$2,950	\$2,860	\$2,790	\$2,590	\$2,510
1/2 Island	\$2,680	\$2,650	\$2,510	\$2,430	\$2,360	\$2,200	\$2,120
1/2 Page	\$2,290	\$2,270	\$2,140	\$2,090	\$2,030	\$1,890	\$1,830
1/3 Page	\$1,840	\$1,810	\$1,730	\$1,690	\$1,640	\$1,530	\$1,480
1/4 Page	\$1,460	\$1,440	\$1,380	\$1,350	\$1,310	\$1,220	\$1,180
1/8 Page	\$1,100	\$1,080	\$1,050	\$1,010	\$980	\$920	\$890
Spread	\$6,700	\$6,680	\$6,380	\$6,070	\$5,870	\$5,670	\$5,450

2-Page 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

LIVE AREA — Keep all essential material 1/4" (6 mm)

from all trim edges.





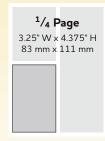














BORDERS - $\frac{1}{4}$, $\frac{1}{3}$ and $\frac{1}{8}$ page ads must have a border on all sides

Cover Rates

Second Cover (Inside Front) \$5,560 Third Cover (Inside Back) \$5,360 Fourth Cover (Back) \$5,670

Special Position Requests:

Add 10% to space and color charges. Rates include black and any combination of process colors.

How to Submit Files

- **1. Upload to:** files.gardnerweb.com Upload recipient: Dianne Hight
- 2. Email file (5 MB max) to: Dianne Hight dhight@gardnerweb.com
- 3. Ship CD/proofs to:
 Advertising Department
 Production Machining Magazine
 6915 Valley Ave., Cincinnati, OH
 45244-3029

For Additional Ad Info:

Dianne Hight PH: 513-527-8800/800-950-8020 F: 513-527-8801

Direct Mail

Access PM's list via affordable direct mail list rental. Contact your Sales Representative or Sonja Maxfield at sonjam@gardnerweb.com for more details.

Minimum Charge	.\$625
Base Rate	\$160 per thousand
Each Category Selection	.\$15 per thousand
Duplicate Set or Use	.\$95 per thousand

Reprints

Reprints of articles and/or ads are available in print or high resolution PDF format. All printed reprints are $8" \times 10.75"$ on white semi-gloss stock. For quotes, contact: Scott Clifton at 800-950-8020 or sclifton@gardnerweb.com.