

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.

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
Ruled Page:
6.875" W x 9.125" H
175 mm x 232 mm

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

1/3 Page (Vert.)
2.25" W x 9.125" H
57 mm x 232 mm

Island
4.375" W x 6.875" H
111 mm x 175 mm

1/2 Page (Horz.)
6.875" W x 4.375" H
175 mm x 111 mm

1/2 Page (Vert.)
3.25" W x 9.125" H
83 mm x 232 mm

1/3 Page (Sq.)
4.375" W x 4.375" H
111 mm x 111 mm

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

1/8 Page
3.25" W x 2.125" H
83 mm x 56 mm

BORDERS - 1/4, 1/3 and 1/8 page ads must have a border on all sides

Cover Rates

Second Cover (Inside Front)	\$5,560	Special Position Requests: Add 10% to space and color charges. Rates include black and any combination of process colors.
Third Cover (Inside Back)	\$5,360	
Fourth Cover (Back)	\$5,670	

How to Submit Files

- Upload to:** files.gardnerweb.com
Upload recipient: Dianne Hight
- Email file (5 MB max) to:**
Dianne Hight
dhight@gardnerweb.com
- 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" x 10.75" on white semi-gloss stock. For quotes, contact: Scott Clifton at 800-950-8020 or sclifton@gardnerweb.com.