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2008 EDITORIAL CALENDAR

CLOSING DATES:		MONTH	ISSUE EMPHASIS TOPICS		BONUS DISTRIBUTION
12/3/07 12/10/07	CLOSING MATERIALS	> JANUARY	Medical Machining	Workholding	MD&M West Medical Show, Anaheim, CA—January 29-31
1/3/08 1/10/08	CLOSING MATERIALS	> FEBRUARY	2008 Buyers Guide Issue A Directory of Products and Services and Their Suppliers (See page 13)		PMPA Management Update, New Orleans, LA—February 28 - March 1
2/1/08 2/8/08	CLOSING MATERIALS	> MARCH	Cutting Tools	Vertical Turning	WESTEC, Los Angeles, CA—March 31 - April 3 SIMODEC- Int'l Screw Machine Show, France—March 4-8
		SHOW COVERAGE: WESTEC Send us your featured display item by January 4 th			
3/3/08 3/10/08	CLOSING MATERIALS	> APRIL	CNC Swiss-Type	Automation	PMPA National Technical Conference, Dearborn, MI April 29 - May 2
4/1/08 4/8/08	CLOSING MATERIALS	> MAY	Multi-Spindles	Software	EASTEC, Springfield, MA—May 20-22
		SHOW COVERAGE: EASTEC Send us your featured display item by March 3 rd			
5/1/08 5/8/08	CLOSING MATERIALS	> JUNE	Inspection & Measurement	Turn/Mill Machines	MD&M East Medical Show, New York, NY—June 3-5 Quality Expo, Novi, MI—June 4-5
6/2/08 6/9/08	CLOSING MATERIALS	> JULY	Bar Feeders	Materials	
7/1/08 7/8/08	CLOSING MATERIALS	> AUGUST	Machining Centers	Parts Cleaning	IMTS, Chicago, IL—September 8-13
8/1/08 8/8/08	CLOSING MATERIALS	> SEPTEMBER	CNC Swiss-Type	Tooling	PMPA Annual Meeting, Amelia Island, HI—September 30 - October 4
9/1/08 9/8/08	CLOSING MATERIALS	> OCTOBER	SHOW COVERAGE: IMTS Send us your featured display item by June 2 nd		
10/1/08 10/8/08	CLOSING MATERIALS	> NOVEMBER	Rotary Transfer	Workholding	
11/3/08 11/10/08	CLOSING MATERIALS	> DECEMBER	CNC-Single Spindle	Software	

2008 PRINT AD RATES

Black & White

Frequency	1X	3X	6X	9X	12X	18X	24X
One Page	\$3,400	\$3,300	\$3,150	\$2,990	\$2,880	\$2,780	\$2,680
² / ₃ Page	2,890	2,830	2,690	2,530	2,460	2,350	2,230
Island Unit	2,450	2,420	2,290	2,160	2,090	1,990	1,890
¹ / ₂ Page	2,090	2,060	1,940	1,830	1,780	1,700	1,620
¹ / ₃ Page	1,680	1,650	1,560	1,470	1,430	1,370	1,300
¹ / ₄ Page	1,340	1,320	1,240	1,160	1,130	1,080	1,030
¹ / ₉ Page	1,010	1,000	960	890	860	820	780
Spread	6,460	6,270	5,990	5,690	5,480	5,290	5,090

4 Color

Frequency	1X	3X	6X	9X	12X	18X	24X
One Page	\$4,560	\$4,460	\$4,310	4,150	\$4,040	\$3,940	\$3,840
² / ₃ Page	4,050	3,990	3,850	3,690	3,620	3,510	3,390
Island Unit	3,610	3,580	3,450	3,320	3,250	3,150	3,050
¹ / ₂ Page	3,250	3,220	3,100	2,990	2,940	2,860	2,780
¹ / ₃ Page	2,840	2,810	2,720	2,630	2,590	2,530	2,460
¹ / ₄ Page	2,500	2,480	2,400	2,320	2,290	2,240	2,190
¹ / ₉ Page	2,170	2,160	2,120	2,050	2,020	1,980	1,940
Spread	7,620	7,430	7,150	6,850	6,640	6,450	6,250