

Print Rates

4-COLOR RATES	3x	6x	12x	24x
One page	\$5,545	\$5,375	\$5,085	\$4,885
2/3 page	\$4,500	\$4,380	\$4,165	\$4,015
1/2 page ISL	\$4,005	\$3,900	\$3,720	\$3,590
1/2 page	\$3,800	\$3,705	\$3,535	\$3,420
1/3 page	\$3,095	\$3,025	\$2,910	\$2,825
1/4 page	\$2,765	\$2,710	\$2,615	\$2,550

2-color and b&w rates available on inside sleeve or visit gardnerweb.com/mmt/rates.

PREMIUM POSITIONS		CLASSIFIED ADS	
Inside Front Cover & Back cover	+\$1000	INCHES	1x 3x
Inside Back Cover	+\$500	1-10 INCHES	\$160 \$155
		11-20 INCHES	\$155 \$150
		21-30 INCHES	\$150 \$145

MARKETPLACE ADS (includes 4-color)				
SIZE	1x	4x	8x	12x
3.25 W X 1.5 H INCHES	\$700	\$650	\$600	\$500

All MoldMaking Marketplace ads must be boxed. No bleed ads permitted.

Digital Rates

WEB		E-NEWSLETTER	
DESCRIPTION	RATE	DESCRIPTION	RATE
Home Page	\$600/mo	Leaderboard Banner	\$750
Zone	\$400/mo	First Body Text (4 lines, 65 words each)	\$500
Mold Business Index	\$400/mo	Second Body Text (4 lines, 65 words each)	\$350
Sub Zone	\$250/mo	Product Text (4 lines, 25 words each, appears at bottom of newsletter)	\$250
Text	\$150/mo		
Rich Media	\$1000/mo		
Exclusive Banner	\$1200/mo		
Exclusive Skyscraper	\$1200/mo		
Webinar	\$5000/mo		
E-Print	\$2500/min		
Sponsor Video	\$1250/mo		
Sponsor Video with registration	\$1500/mo		

Custom Publishing

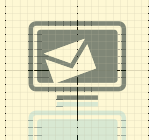
MMT WEBINAR

Thought leadership and lead generation via an interactive webinar promoted by an integrated media program of *MoldMaking Technology* products. \$5,000

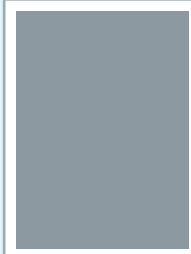


E-PRINTS

Custom published e-mail delivered direct to inboxes of MMT opt-in subscribers. \$2,500 minimum investment

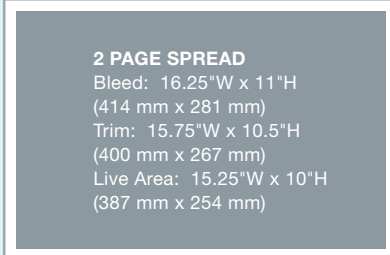


Print Specifications

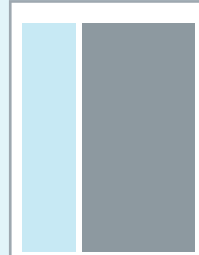
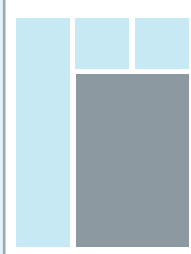


FULL PAGE
Bleed: 8.375"W x 11"H (214 mm x 281 mm)
Trim: 7.875"W x 10.5"H (200 mm x 267 mm)
Live Area: 7.375"W x 10"H (187 mm x 254 mm)
Ruled Page: 6.875"W x 9.125"H (175 mm x 232 mm)

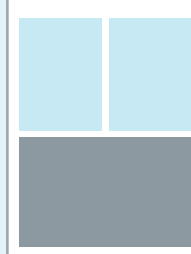
2/3 PG VERTICAL
4.375"W x 9.125"H (111 mm x 232 mm)



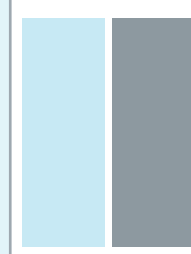
2 PAGE SPREAD
Bleed: 16.25" W x 11"H (414 mm x 281 mm)
Trim: 15.75"W x 10.5"H (400 mm x 267 mm)
Live Area: 15.25"W x 10"H (387 mm x 254 mm)

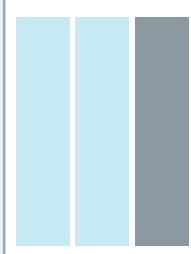
1/2 PG ISLAND
4.375"W x 6.875"H (111 mm x 175 mm)



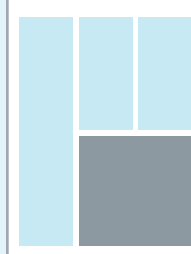
1/2 PG HORIZONTAL
6.875"W x 4.375"H (175 mm x 111 mm)



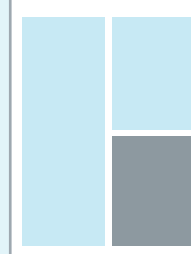
1/2 PG VERTICAL
3.25"W x 9.125"H (83 mm x 232 mm)



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)

COMBINATION RATES
Advertisers may combine their total number of insertions in *MoldMaking Technology* with any other Gardner Publications, Inc. periodicals or web sites 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 sales representative 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.

FILE REQUIREMENTS
Please submit print ads as an Adobe PDF/X-1a file.

HOW TO SUBMIT FILES
Upload files at: gardnerweb.com/upload (20MB max)
Email file to: bhelton@gardnerweb.com (5MB max)
Ship CD/proofs to: Advertising Department *MoldMaking Technology Magazine* 6915 Valley Ave. Cincinnati, OH 45244

FOR ADDITIONAL INFORMATION
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