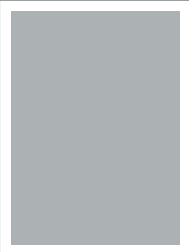
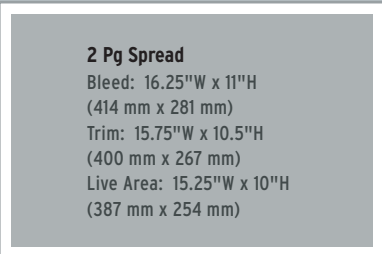


Print Ad Rates & Specs



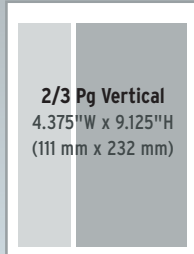
Full Page

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



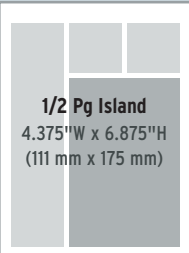
2 Pg Spread

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)



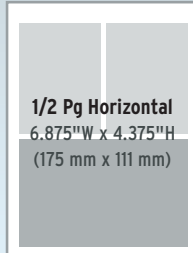
2/3 Pg Vertical

4.375"W x 9.125"H
(111 mm x 232 mm)



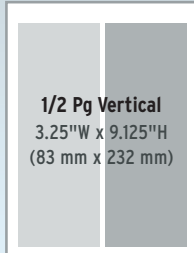
1/2 Pg Island

4.375"W x 6.875"H
(111 mm x 175 mm)



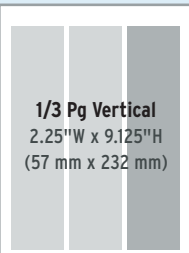
1/2 Pg Horizontal

6.875"W x 4.375"H
(175 mm x 111 mm)



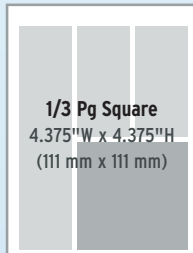
1/2 Pg Vertical

3.25"W x 9.125"H
(83 mm x 232 mm)



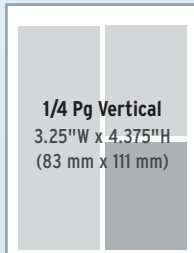
1/3 Pg Vertical

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	3x	6x	12x	24x
Full page	\$5,655	\$5,480	\$5,185	\$4,985
2/3 page	\$4,590	\$4,470	\$4,250	\$4,095
1/2 page ISL	\$4,215	\$4,100	\$3,925	\$3,790
1/2 page	\$3,875	\$3,780	\$3,605	\$3,490
1/3 page	\$3,160	\$3,085	\$2,970	\$2,885
1/4 page	\$2,820	\$2,765	\$2,670	\$2,600

2-color Rates	3x	6x	12x	24x
Full page	\$4,995	\$4,825	\$4,530	\$4,325
2/3 page	\$3,935	\$3,810	\$3,595	\$3,440
1/2 page ISL	\$3,550	\$3,445	\$3,260	\$3,125
1/2 page	\$3,220	\$3,125	\$2,950	\$2,835
1/3 page	\$2,500	\$2,430	\$2,315	\$2,225
1/4 page	\$2,165	\$2,110	\$2,015	\$1,945

b&w Rates	3x	6x	12x	24x
Full page	\$4,235	\$4,060	\$3,765	\$3,560
2/3 page	\$3,170	\$3,045	\$2,830	\$2,675
1/2 page ISL	\$2,780	\$2,645	\$2,485	\$2,350
1/2 page	\$2,455	\$2,380	\$2,185	\$2,070
1/3 page	\$1,735	\$1,665	\$1,550	\$1,460
1/4 page	\$1,400	\$1,345	\$1,250	\$1,180

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
1-10 INCHES	\$165	\$160
11-20 INCHES	\$160	\$155
21-30 INCHES	\$155	\$150

Premium Positions	
Inside Front or Back Cover	+\$1,000
Inside Back Cover	+\$500

Combination Rates

Advertisers may combine their total number of insertions in *MoldMaking Technology* with any other Gardner Publications, 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.

File Requirements:

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

How to Submit Files:

Upload files to: (20MB max) gardnerweb.com/upload

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 at (513) 527-8800 or
bhelton@gardnerweb.com