

ADVERTISING

COVER RATES

Cover rates include black and any combination of process colors.

Second Cover (inside front)	\$5,750
Third Cover (inside back)	\$5,400
Fourth Cover (back)	\$5,800

CLASSIFIED ADVERTISING

Per Inch and a Half (3.25"W x 1.5"H) \$250

INSERTS

For insert sizes, current quantities and shipping information, contact Dianne Hight, dhight@gardnerweb.com

BORDERS

Quarter-page and eighth-page ads must have a border on all sides.

LIVE AREA

Keep all essential material .25" (6 mm) from all trim edges.


COMBINATION RATES

Advertisers may combine their total number of advertising insertions in all Gardner Publications' products over any 12-month interval to earn the best frequency discount.

AGENCY COMMISSION

15% commission is allowed if payment is made within 30 days of invoice.

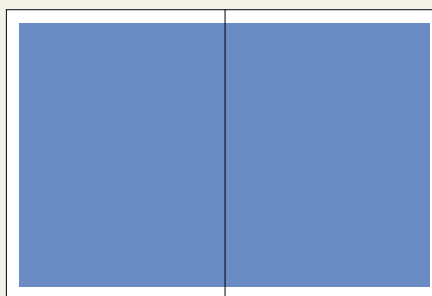
DIGITAL AD REQUIREMENTS

Preferred digital ad format:  Adobe PDF/X-1a
Go to our Web site at www.gardnerweb.com/upload to upload the PDF job options for your version of Acrobat Distiller.

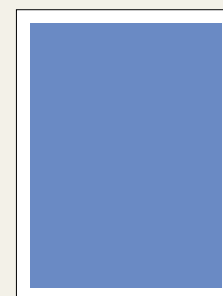
WHERE TO SEND YOUR AD FILES

- Go to www.gardnerweb.com/upload to upload files less than 20 MB.
- Files less than 5 MB can be e-mailed directly to Dianne Hight, dhight@gardnerweb.com
- Ad files can be shipped via CD or Zip disk to: Dianne Hight, Advertising Production Manager
Gardner Publications, Inc.
6915 Valley Avenue, Cincinnati, OH 45244
Phone: 513-527-8800, FAX: 513-527-8801

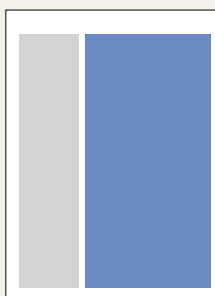
PRODUCTS FINISHING MAGAZINE AD SIZES



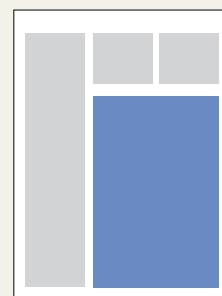
2 PAGE SPREAD
Bleed: 16.25"W x 11"H
Trim: 15.75" W x 10.5"H
Live Area: 15.25"W x 10"H



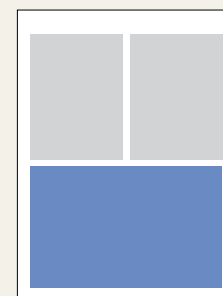
FULL PAGE
Bleed: 8.375"W x 11"H
Trim: 7.875" W x 10.5"H
Live Area: 7.375"W x 10"H
Ruled Page: 6.875"W x 9.125"H



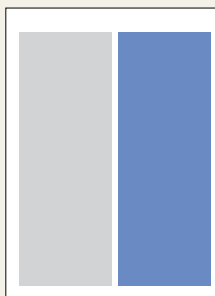
2/3 PAGE VERTICAL
4.375"W x 9.125"H



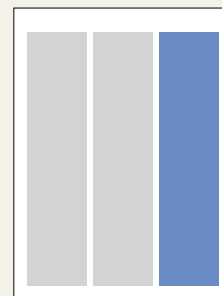
1/2 PAGE ISLAND
4.375"W x 6.875"H



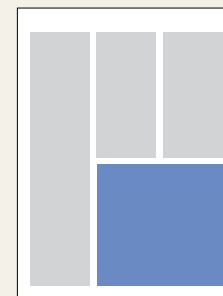
1/2 PAGE HORIZONTAL
6.875"W x 4.375"H



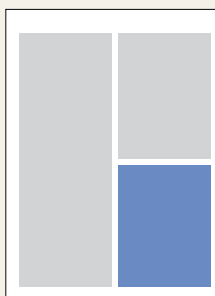
1/2 PAGE VERTICAL
3.25"W x 9.125"H



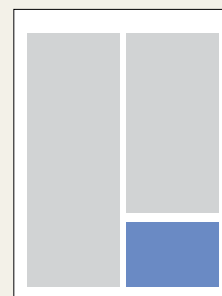
1/3 PAGE VERTICAL
2.25"W x 9.125"H



1/3 PAGE SQUARE
4.375"W x 4.375"H



1/4 PAGE VERTICAL
3.25"W x 4.375"H



1/8 PAGE
3.25"W x 2.125"H