

# 2018 ADVERTISING RATES



*Reach the Fastener Industry with the Leading Publication!*

AD SIZE	DIMENSIONS	1X	3X	6X	9X	12X
<b>FULL PAGE</b>	7" x 10"	\$2615	\$2565	\$2425	\$2385	\$2175
<b>2/3 PAGE</b>	4.5" x 10"	\$2160	\$2130	\$2025	\$2025	\$1840
<b>1/2 PAGE ISLAND*</b>	4.5" x 7.5"	\$1880	\$1795	\$1695	\$1615	\$1505
<b>1/2 PAGE</b>	see specs	\$1665	\$1615	\$1505	\$1430	\$1365
<b>1/3 PAGE</b>	see specs	\$1365	\$1300	\$1215	\$1160	\$1070
<b>1/4 PAGE</b>	3.375" x 4.875"	\$1155	\$1105	\$1040	\$965	\$785
<b>1/6 PAGE</b>	see specs	\$725	\$705	\$680	\$635	\$590

\* Only ad on page  
All rates, US\$, per insertion

## Color Rates

- Black and one standard AAAA (red, blue, yellow or green), extra per page or less.....\$360
- Black and one matched color (other than metallic), extra per page or less.....\$460
- Black and one metallic color, extra per page or less.....\$495
- 4-Color Process, extra per page or less.....\$995
- 4-Color Process, extra per spread.....\$1735

## Combined Frequency Credit

Your insertions in *Fastener Technology International* will apply toward your frequency in the *Wire and Cable Technology International* magazine, *Wire Forming Technology International* magazine, *Wire & Cable Technology International Buyers' Guide* and the *Fastener Technology International Buyers' Guide*.

## Special Positions

10% premium over black and white rate earned.

## Covers

Rates include 4-Color Process. Non-Cancelable

### FRONT COVER NOT SOLD

- Inside Front Cover.....\$4115
- Inside Back Cover.....\$3985
- BackCover.....\$4295

## Advertising Material

- Preferred advertising material is a high resolution PDF.
- All graphics must be a minimum of 300 dpi.
- Color should be prepared as CMYK.
- When designing material, please incorporate the bleed dimensions as supplied under the mechanical specifications.
- Material may be submitted on CD-ROM or via email.

**Fastener**  
TECHNOLOGY INTERNATIONAL