

BUYERS' GUIDE

2025 Edition

MAXIMIZE YOUR MARKETING INVESTMENT

This well established, highly regarded industry directory is used all year by decision makers. This Guide is a handy, single-source reference for fastener precision formed parts, capital equipment, materials and accessories for producing these products and vital suppliers and services for the entire industry.

Over 1800 companies are listed in more than 850 categories in five sections:

- Fastener & Precision Formed Parts
- Materials, Wire, Rod, Bar & Strip
- Manufacturing/Distribution Suppliers and Services
- Machinery/Equipment Processes Classification
- Assembly Equipment/Tools/Supplies

Bonus for Display Advertisers

- **Bold faced** in Master List of Companies and Product Listings
- **“See our Ad...”** Reference
- **Unlimited Free** Product Listings
- **Complimentary copy** of 2025 edition of the Buyers' Guide

DISPLAY AD RATES

Space Units	1X	3X	6X	9X	12X	Width & Depth
Full Page	\$3030	\$2970	\$2810	\$2760	\$2520	4.875 x 7.75
2/3 Page Vertical	\$2505	\$2460	\$2340	\$2230	\$2130	4.875 x 5.1875
1/2 Page Horizontal	\$1930	\$2075	\$1955	\$1805	\$1735	4.875 x 3.875
1/2 Page Vertical	\$1930	\$2075	\$1955	\$1805	\$1735	2.1875 x 7.5
1/3 Page Horizontal	\$1580	\$1505	\$1400	\$1345	\$1245	4.875 x 2.5625
1/4 Page Horizontal	\$1335	\$1280	\$1210	\$1120	\$910	4.875 x 1.9375
1/4 Page Vertical	\$1335	\$1280	\$1210	\$1120	\$910	2.1875 x 3.875

*Cover pricing contact the Publisher

COLOR RATES (ADDITIONAL)

Standard red, green, blue, yellow, per page or less.....	\$375
Matched colors per page or less.....	\$450
4-color process per page or less.....	\$995

BLEED ADS

When preparing bleed ads, all type and portions of illustrations that are not trimmed off should be at least 1/4" (6.3 mm) inside dimensions specified for bleeds. This includes gutter bleeds. Ad should bleed 1/8" past trim on the left, right, top and bottom.

TRIM SIZE:
5.5" X 8.5"

'PRODUCT LOCATOR' Inch Ads

Inch Ads highlight and call attention to your company within the Product Category Listings of the Buyers' Guide.

DIGITAL SPECS

All advertisements are to be submitted on digital media: email 15 Mbs max. Files may be created in Adobe InDesign. Graphic files in Adobe Photoshop or Illustrator, PDF, TIF, JPEG or EPS images may be submitted and are preferred. All graphics must be a minimum of 300 dpi and all color must be CMYK. Microsoft Word, Publisher or Powerpoint files are not acceptable. A hardcopy of the advertisement must be provided.



INCH ADVERTISEMENTS					
Rate Per Inch	1-2	3-5	6-8	9-11	12+
Amount	\$325	\$315	\$295	\$285	\$275
Mechanical Specifications	2.1875" X 1", 2" or 3"				

Closing Date

October 7, 2024

Inch Ads Get Results

- Draw *ATTENTION* to your Product Listings
- **Boldfaced** listings
- Unlimited listings- minimum of three inch ads
- Free art service
- Complimentary copy of the 2025 FTI Buyers' Guide.

Contact

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2.1875" x 3"

2.1875" x 2"

2.1875" x 1"