2021 ADVERTISING RATES

Reach the Fastener Industry with the Leading Publication!

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<th>AD SIZE</th>
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* Only ad on page
All rates, US$, per insertion

Color Rates
• Black and one standard or match color, extra per page or less.........................................................$375
• 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
Back Cover......................................................................................................................................$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 via email 15 Mbs max.

www.fastenertech.com
WCTI, FTI & WFTI ADVERTISEMENT SPECIFICATIONS

All our publications utilize computer-to-plate technology. Advertisement size specifications are the same for Wire & Cable Technology International (WCTI), Fastener Technology International (FTI) & Wire Forming Technology International (WFTI) magazines. Newsletter specs are shown in the box at the bottom of this page.

- Press ready PDF’s are preferred, 300 dpi. Use process colors, CMYK format, instead of spot colors. High resolution JPEG, TIF, PSD and EPS are also acceptable. Image files supplied in RGB format will be converted to CMYK.
- Files may be emailed or sent via a file sharing link (Dropbox or WeTransfer, for example).
- Magazine trim size is 8” x 10.75” (203 x 273 mm).
- Full page advertisements are usually setup for bleed; see full page details on the left.
- WCTI & FTI are perfect bound; WFTI is saddle stitched.

WCTI, FTI & WFTI MAGAZINE TRIM SIZE:

8” x 10.75” (203 x 273 mm)

DIGITAL WEBSITE ADVERTISEMENTS:
Horizontal Banner: 500 wide x 75 tall
Vertical Banner: 190 wide (dimensions in pixels)

DIGITAL EMAIL BLASTS: SEND HTML FILE, no wider than 600 pixels.

FULL PAGE ADVERTISEMENT DETAILS: BLEED & NO-BLEED:

Full Page advertisement with bleed:
Trim size: 8” wide x 10.75” tall (203 x 273 mm)
Bleed: 1/8” (3 mm) past trim on all sides for a total bleed size of 8.25” wide x 11” tall (210 x 280 mm)
Live Area: text and images not to be trimmed should be 0.25” (6 mm) inside of trim on all sides for a live area of 7.5” wide x 10.25” tall (190 x 260 mm)

Full Page advertisement without bleed:
7.5” wide x 10.25” tall (190 x 260 mm)

Ad Type | Width x Height (USA units) | Width X Height (metric units)
---|---|---
Full Page | see details below | see details below
2/3 Page | 4.5” x 10” | 114 x 254 mm
1/2 Page Horizontal | 7” x 4.875” | 178 X 124 mm
1/2 Page Vertical | 3.375” x 9.75” | 86 x 248 mm
1/2 Page Island | 4.5” x 7.5” | 114 x 190 mm
1/3 Page Vertical | 2.1875” x 10” | 56 x 254 mm
1/3 Page Square | 4.5” x 4.875” | 114 x 124 mm
1/4 Page Vertical | 3.375” x 4.875” | 86 x 124 mm
1/4 Page Horizontal | 7” x 2.3125” | 178 x 59 mm
1/6 Page Horizontal | 4.5” x 2.3125” | 114 x 59 mm
1/6 Page Vertical | 2.1875” x 4.875” | 56 x 124 mm
Spotlight Ad & Exhibit Spotlight | 3” diameter | 76 mm diameter

Newsletters Advertisements: WCTI’s OVERVIEW & FTI’s Fastener News Report
Standard Block: 2.1875” wide x 1.625” tall (56 x 41 mm)
Double Block Horizontal: 4.375” wide x 1.625” tall (111 x 41 mm)
Double Block Vertical: 2.1875” wide x 3.25” tall (56 x 83 mm)
File format: high resolution PDF, JPEG, TIF, PSD or EPS file

Newsletter Trim size: 8.5” x 11” (216 x 279 mm) • www.wiretech.com/overview.asp • www.fastenertech.com/FastenerNewsReport.asp
Wire & Cable Technology International (WCTI), Fastener Technology International (FTI) and Wire Forming Technology International (WFTI) magazines produce a Company Profiles section once every year, which appear in the WCTI July/August, FTI October/November and WFTI Fall Issues, respectively.

All full-page and half-page advertisers in the issues mentioned above will receive an equally-sized Company Profile, for no extra charge. The relevant specifications are shown below as well as some samples. Please note that all half-page profiles will be produced in horizontal orientations.

Materials to Supply: Advertisers can send text and images files for WCTI, FTI or WFTI to assemble a Company Profile for review or they can supply a finished high-resolution PDF of their Company Profile for placement on a 40% CMYK yellow background.

Please note that we allow design flexibility for the customer-supplied PDFs, but it is our intention that profiles look like profiles and not advertisements.

Company Profile Text and Image File Guidelines:
- Full-Page Word Count: 250-1000 with the average being about 500
- Full-Page Images: one to five plus a company logo
- Half-Page Word Count: 150-600 with the average being about 250
- Half-Page Images: one to four plus a company logo

Please note that we adjust the font size and letting depending on the number of words and images, and that as the number of images goes up, the number of words that can fit properly usually goes down.

Ready-to-Place Company Profile PDFs Sizes:
- Full-Page: 7.5" wide x 10" tall (190 x 254 mm)
- Half-Page: 7" wide x 4.875" tall (178 x 124 mm)

Deadlines: All Company Profiles need to be produced, reviewed and approved by customers by June 18 for WCTI, October 8 for FTI and November 12 for WFTI. Extensions can be provided when needed.

Optimas Opens New PPE & MRO Distribution Center in St. Louis; Promotes Marc Strandquist to CEO

Optimas Solutions of Clayton, MO, USA, has opened a new distribution facility in Overland, MO, USA, with a ribbon cutting and a ceremony featuring the governor of Missouri and regional and local economic development leaders. Optimas, a global industrial, manufacturer distributor and service provider, opened the 30,400 ft² facility near St. Louis to handle the USA distribution of a new line of manufacturing consumable products focusing on personal protective equipment (PPE) and maintenance, repair and operating (MRO). Pictured from left to right are Subhash Atha, CEO, Missouri Partnership, Winston Calvert, St. Louis County Chief Strategy Officer, Shave Johnson, President and Chief Executive Officer, AllSource SMT, Mike Parson, Governor, State of Missouri, and Paul Pryzbly. VP, Sales and GM, Optimas. Optimas Solutions has also promoted President of the Americas, Marc Strandquist, to Chief Executive Officer (CEO), succeeding newly elected Optimas Board Chair and AP Operating Partner, TJ Rosengarth. In his new role, Strandquist will oversee planning/execution of the company’s strategic plan for its regional business groups—Americas and International. He will also oversee the corporate functions that support these business units.

Strandquist will continue to oversee the firm’s Americas business unit. In this role, he has generated revenue growth, service diversification and technology advancements under his Manufacturing Solutions strategy, which also drives improvements in sourcing, operations and customer service across the USA, Canada, Mexico and South America. www.optimas.com

Endries Acquires All-West Components & Fasteners Inc.

Endries International, Wauconda, IL, USA, has acquired All-West Components & Fasteners Inc. All-West was founded in 1976 in Seattle, WA, USA, and over the past 30 years has been focused on serving the O&M market and providing service and solutions through its four Washington and Oregon locations.

Endries has a long history of working with key industry leaders, including Waco, Inc., Hilti, Inc., Simpson Strong-Tie, and All-West is active in 11 European countries and has revenues of over $420 million and 550 employees. Fabory is a strong and well-positioned fastener brand with a comprehensive product range, a strong and talented team, a broad footprint in EMEA and an important offering in a European-wide footprint with a strong home market in the Benelux. Fabory received positive advice on the transaction from its Works Councils. The transaction is not subject to any financing condition, but is subject to standard regulatory approvals. This deal is expected to close in the coming months.

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The Fastener Manufacturer Identification Symbols International Guide is the most needed quality document available. The current, accurate and completed guide with over 2100 companies in over 40 countries are represented. A must have for everyone charged with identifying inventory!

Produced by Fastener Technology International magazine, the Fastener News Report newsletter provides professionals with global fastener business and market news. Published once a month, the Fastener News Report includes mergers, acquisitions, market reports, sales & earnings data, contracts, new products, Events & Opportunities, and more. Also available as a podcast on Fully Threaded Radio.

Digital versions now online! The current edition is posted on the website www.fastenertech.com. Subscriptions are free!

Internet Spotlights online advertisers will receive a one-time print insertion of website image and a 12-month listing at www.fastenertech.com for only $500.

Electronic Advertising options are now available on our homepage. Internet traffic has increased as a growing number of subscribers worldwide are requesting digital issues. Have your company get noticed today!

Horizontal ad: 500 x 75 pixels located center column
Vertical ad: 175 pixels wide located right column

Want to reach a guaranteed audience? Ask us about a custom email campaign to reach over 6000 industry contacts.
Fastener Technology International (FTI) prides itself on more than 30 years of service to the fastener industry. In each issue, we bring over 13,000 readers a wide range of information on the fastener and precision formed parts industries. FTI has a clear claim as being one of the most influential forces in the industry. In an effort to improve our readers competitiveness in the marketplace, we provide departments and features that present new methods, technology, information and ideas. FTI is the only important information source meeting the unique technological and management needs of professionals in the fastener industry. As the best-read publication serving the fastener industry, FTI offers advertisers an in-depth, business-minded, audited readership to manufacturing, distribution, OEM and end-user industry professionals.