

# Black & White Rates

2021	1x	3x	6x	9x	12x
Full page	\$4,677	\$4,458	\$4,237	\$4,005	\$3,773
2/3 page	3,796	3,611	3,425	3,240	3,053
1/2 page-island	3,240	3,078	2,939	2,779	2,616
1/2 page	2,742	2,604	2,477	2,359	2,210
1/3 page	2,243	2,116	2,023	1,920	1,815
1/4 page	1,794	1,712	1,630	1,537	1,445

Gross rates are based on the total space contracted for and used in one year from date of first insertion.

# Color Rates

4-color process, per page	\$1,445
Metallic color, each, per page (Metallic PMS)	1,275
Matched color, each, per page (PMS)	1,195
Standard red, blue, green, yellow (process)	930

Per page or fractional page

### Agency Commission:

15% of gross billing is allowed to recognized agencies on space, color and position. Backup charges, printing of inserts and binding charges are non-commissionable.

### Sequential Liability:

Publisher reserves right to hold advertiser and/or its advertising agency jointly and severally liable for such monies as are due and payable to the publisher. Refer to SRDS Business Publications Rates and Data for additional contract and copy regulations.

### Advertiser Company Snapshots:

Available in February (Toll Processor issue), Metal Distribution (Spring issue), June (Master Distributor issue), July (Logistics) and September (Pipe and Tube). Includes your company color logo, headquarters information, key personnel and expanded details on products and services.

1/4 page (Net)	\$995
1/2 page (Net)	\$1,595

### Polybags

Standard Insert (full run)	\$6,560
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### Bellybands:

Available full and partial run. Quotes available.

## Covers & Special Position Rates, Insert Rates, Custom Ad Design

See your regional sales manager for rates and availability.

## Production Specifications

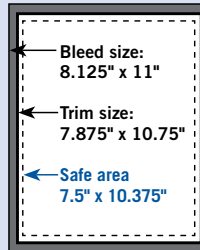
**Page Trim Size:** 7-7/8" x 10-3/4" (7.875" x 10.75")

**Method of Printing:** Body and covers—web offset.

**Type of Binding:** Saddlestitch bound—jogs to head.

Advertising Unit Size	Space	Bleed Ads* Trim Size
	Width x Depth	Width x Depth
Full page	6.875" x 9.75"	7.875" x 10.75"
2/3 page	4.5" x 9.75"	
1/2 island	4.5" x 7.5"	
1/2 horizontal	6.875" x 4.875"	
1/2 vertical	3.375" x 9.75"	
1/3 square	4.5" x 4.875"	
1/3 horizontal	6.875" x 3.125"	
1/3 vertical	2.125" x 9.75"	
1/4 page	3.375" x 4.875"	
1/6 page	2.125" x 4.875"	
1/8 page	2.125" x 3.75"	
Spread	14.75" x 9.75"	15.75" x 10.75"
1/2 page spread	14.75" x 4.875"	15.75" x 5.375"
1/3 page spread	14.75" x 3.125"	15.75" x 3.625"

### EXAMPLE FULL PAGE BLEED AD



\*ALL BLEED ADS need to add 1/8" (.125") bleed beyond trim size on all sides that trim. (Blue area)

ALL ADS: SAFETY—keep essential matter 3/16" (.1875") in from trim size (inside dotted lines).

# Furnished inserts and digital ad specifications

**Preferred File Format:** Acrobat PDF/X-1a:2001.

Please use this industry standard when submitting your ads.

**Resolution:** When creating your ad, please make sure that all images placed in your ad are 300 dpi at 100% size for the best reproduction. Lower dpi images such as 72 dpi will result in preflight errors and less than ideal print quality.

**Color:** Please make sure that all .eps files placed in your ad are CMYK format, with all fonts converted to outlines and that the .eps file contains no Pantone or spot colors. Please make sure that all photos placed in your ad are also CMYK format, not rgb or another format.

**Ad Size:** Please make sure that the ad you create is the correct size that you purchased. See production specifications above.

Crop marks for full page ads should be at trim size. Fractional ads should be set up exactly to sizes published in media kit or as posted on web site. Bleed ads should extend beyond trim crop marks by 1/8". Allow a safety of 3/16" in from the trim for live matter on bleed ads.

**Material Submission: FTP site:** [www.hightail.com](http://www.hightail.com)

Enter [Ads@metalcenternews.com](mailto:Ads@metalcenternews.com) and upload the file you want to send.

Please include ad designer's name and contact information when uploading files.

**Proofs Accepted:** Ads requiring a color match on press should provide an acceptable high-end color proof, such as a Kodak Approval, Iris, Matchprint, or similar quality proof.

**Contact:** Please include the name, phone number and address of the creator of the ad.

### Production Contacts/Mailing:

Send all contracts, insertion orders and advertising materials to:

#### Metal Center News

Cindy Lockman, Production Manager  
1010 Jorie Blvd., Suite 44, Oak Brook, IL 60523  
630-571-1067 or FAX: 630-572-0689  
[Ads@metalcenternews.com](mailto:Ads@metalcenternews.com)

### Furnished Inserts: All inserts are noncancellable.

Inserts furnished by advertiser should be complete and ready for binding. Before ordering printing, advertiser should check with publisher to determine quantity, mechanical requirements, paper specs, and shipping instructions. MCN can print your inserts as well; contact your regional sales manager for options.