

2008 Display Advertising Rates & Production Specs

Welding Magazine

Black & White; \$US, Gross

Ad Size	1x	3x	6x	Every Issue
Page	6,725	6,665	5,990	5,720
Two-thirds	5,460	5,435	4,860	4,630
Island	5,050	5,020	4,480	4,280
Half page	4,020	4,010	3,575	3,425
One-third	2,910	2,895	2,595	2,495
One quarter	2,430	2,395	2,155	2,070

Color Rates; \$US, Gross

B&W Rate Plus...	\$ Extra per page or fraction
2nd Color, Process	775
2nd Color, Matched	1,540
3-4 Process	1,540
5th Color	930

Covers, reserved or premium positions: add 15% to black and white earned gross rate.

Gases & Welding Distributor

Black & White; \$US; Gross

Ad Size	1x	3x	Every Issue
Page	2,924	2,783	2,546
Two-thirds	2,331	2,221	2,048
Island	2,226	2,111	1,948
Half page	1,764	1,680	1,549
One-third	1,255	1,187	1,097
One quarter	1,145	1,082	1,008

Color Rates; \$US, Gross

B&W Rate Plus...	\$ Extra per page or fraction
2nd Color, Process	525
2nd Color, Matched	930
3-4 Process	1,215
5th Color	860

Covers, reserved or premium positions: add 15% to black and white earned gross rate.

Production & Mechanical Data

Production Contact: Matt Myers,
913-967-1745, matt.myers@penton.com

Printing Process: Web Offset
Binding Method: Saddle stitched

Trim Size: 7-5/8" wide X 10-1/2" deep. Publication trims 1/8" at top, bottom and outside. Keep all live matter 1/4" inside trim edge. We reserve the right to adjust any ad materials that have been incorrectly sized in order to comply with print and trim requirements.

Display Ad Dimensions	" Wide	X	"Deep
Page	7"	X	9-3/4"
Two-thirds	4-1/2"	X	9-3/4"
Island	4-1/2"	X	7-3/8"
Half horizontal	6-7/8"	X	4-5/8"
Half vertical	3-1/4"	X	9-3/4"
One-third square	4-1/2"	X	4-5/8"
One-third vertical	2-1/8"	X	9-3/4"
One quarter	3-1/4"	X	4-5/8"

Bleed Ad Dimensions	" Wide	X	"Deep
Spread	15-1/4"	X	15-1/4"
Junior Spread	15-1/2"	X	5-1/4"
Page	7-7/8"	X	10-3/4"
Two-thirds	4-7/8"	X	10-3/4"
Island	4-7/8"	X	8"
Half horizontal	7-7/8"	X	5-1/4"
Half vertical	3-1/4"	X	9-3/4"
One-third square	4-1/2"	X	4-5/8"
One-third vertical	2-5/8"	X	10-3/4"
One quarter	3-1/4"	X	4-5/8"

Bleed. No charge. Standard ABP/MPAA second colors are cyan, standard green and red and process yellow. All other colors are considered matched colors. Adjust bleed ad size according to the chart. Carry bleeds 1/8" beyond trim size. Keep all live matter 1/4" within trim size.

Furnished inserts. We welcome pre-printed inserts. For special rates and requirements, contact your Regional Sales Manager.

Production material requirements: Electronic files are preferred; PDF (pre-press high resolution) or Postscript files. Native application files are subject to conversion charge. Files must be in CMYK format, RGB files are subject to conversion charge. Minimum acceptable resolution is 300dpi for full color artwork, or grayscale. At least 1200 dpi for bitmap (b/w or line art). Low-resolution, on-line, images are not acceptable. Ensure all digital files match specified ad dimensions. The publisher reserves the right to adjust any incorrectly sized ad materials to fit the dimensions indicated on the rate card. For information and assistance in forwarding your digital ad files, call toll-free: 800.321.7003. Or visit: www.pentondigitalads.com

Advertising Regulations

Effective date: January 1, 2008.

Commissions: Advertising agencies earn a 15% commission on gross billings of space, color and position charges.

Non-commissionable: Mechanical, paper, printing, artwork, engraving, reprints, top-ons, and back-up of inserts are not commissionable.

Bills rendered: Publication date.

Terms: Net 30 days.

Acceptance of advertising: As specified in the "Contract & Copy Regulations" section of the Standard Rate & Data Service (SRDS) Business Publication Edition.

Advertising stimulating edit: Must include the word "Advertisement".

Liability: The publisher reserves the right to hold advertisers and/or their agencies jointly and severally liable for money due and payable to the publisher. The publisher is not liable for delays in delivery and/or non-delivery in the event of an Act of God, action by any government or quasi-government entity, fire, flood, insurrection, riot, explosion, embargo,

strikes-whether legal or illegal, labor or materials shortage, transportation interruption, work slow-down or any condition beyond control of the publisher affecting production or delivery. Advertiser and agency agree to indemnify, defend and hold the publisher harmless from any and all liability for content of advertisements, printed matter (including text, illustrations, representations, sketches, maps, trademarks labels, or other copyrighted matter) or unauthorized use of any person's name or photograph arising from the publisher's reproduction and publication according to the order of the advertiser or their agency. The publisher reserves the right to reject, discontinue, or omit any advertising or part thereof. This right shall not be deemed to have been waived by acceptance or actual use of any advertising matter.

Short-rates & rebates: Advertisers will be rebated if, within any twelve month period from the date of the first insertion, they have used enough insertions to earn a rate lower than that at which they have been billed. Advertisers will be short-rated if, within a twelve-month period from, the

first insertion they do not use the number of insertions at which their billings have been based.

Rates & frequency discounts: Rates are earned based on the number of insertions within any twelve-month period. Combination of various space units is a factor in determining the overall frequency rate. Advertising schedules comprised of mixed space units earn standard frequency rates. "Rateholder" ads - small ad units used solely to preserve or reduce the total cost of a campaign below the amount which larger units might cost - are unacceptable and do not count toward frequency. Classified, recruitment or "cal" ads do not count toward frequency. Pre-printed insert pages do not count toward frequency.

Rate protection: The publisher reserves the right to change rates upon notice. Advertisers may cancel contracts at the time a rate becomes effective without incurring a short-rate adjustment, provided the contract rate has been earned up to the date of cancellation.