

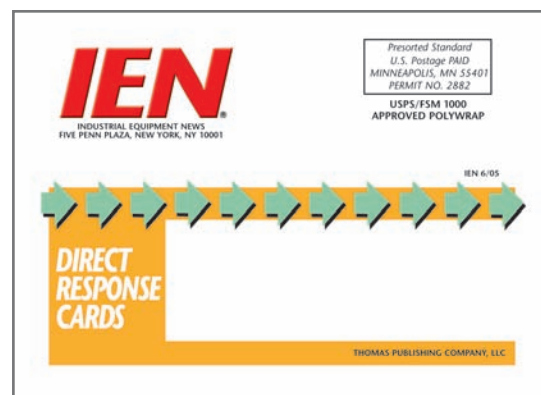
# Direct Response Cards

Get to the prime mover

## The Deck That Delivers

The message from our latest research is loud and clear: The Industrial Equipment News reader is the prime mover. The one who drives processes forward for his company.

Advertising in IEN's Direct Response Cards offers you direct access to 201,000 chief buying influences in more than 101,000 locations. You'll reach primary sales targets — those who can say YES to your product.



# 94%

IEN readers are involved in the vendor selection process ... directly impacting whether a product is purchased.

Source: IEN Subscribers: PRIME MOVERS in the Product Adoption Process. Study conducted by Martin Akel & Associates.

## AVAILABLE EDITIONS

**National Edition:** 201,000+ Entire IEN subscriber database, including manufacturing and allied industry SICs.

**Regional Editions:** Targeted geographic response—one region or combination

- **Northeast:** 46,000+ New York, New Jersey, Pennsylvania, Connecticut, Rhode Island, Massachusetts, Vermont, New Hampshire, Maine, Maryland, DC, Delaware
- **Midwest:** 70,000+ North Dakota, South Dakota, Nebraska, Kansas, Minnesota, Iowa, Missouri, Wisconsin, Illinois, Michigan, Indiana, Ohio
- **West:** 41,000+ Washington, Oregon, California, Idaho, Nevada, Montana, Wyoming, Utah, Colorado, New Mexico, Arizona, Texas, Alaska, Hawaii
- **South:** 41,000+ Oklahoma, Arkansas, Louisiana, Mississippi, Alabama, Georgia, Tennessee, Kentucky, Virginia, West Virginia, North Carolina, South Carolina, Florida, U.S. possessions

**Metalworking Demographic Edition:** 137,000+ Targeted response from SICs 25, 33-39 and 87 (consulting engineers). Powerful OEM reach.

**Process Demographic Edition:** 53,000+ Targeted response from processing SICs 20-32. Plus SICs 10-17, 40-50, 73, 82, 91-97.

Take advantage of all eight opportunities in 2008

**February** (closes 1/6) **March** (closes 2/6) **April** (closes 3/6) **May** (closes 4/6)  
**June** (closes 5/6) **September** (closes 8/6) **October** (closes 9/6) **November** (closes 10/6)

# 2008 DIRECT RESPONSE CARD RATES

Effective January 2008

Geographic Editions	1x	3x	6x	9x	12x	COLOR PREMIUMS*				
						2-C 1 side	2-C 2 sides	3-C 1 side	3-C 2 sides	4-C 1 side
National	\$3,695	\$3,570	\$3,360	\$3,200	\$3,000	\$390	\$650	\$540	\$850	\$695
Northeast	\$1,425	\$1,365	\$1,315	\$1,155	\$1,050	\$290	\$475	\$400	\$650	\$550
Midwest	\$1,600	\$1,550	\$1,470	\$1,365	\$1,155	\$290	\$475	\$400	\$650	\$550
West	\$1,000	\$975	\$920	\$870	\$770	\$290	\$475	\$400	\$650	\$550
South	\$875	\$840	\$815	\$775	\$725	\$290	\$475	\$400	\$650	\$550
Single Card Insert: National Only	\$5,250	\$4,950	\$4,700	\$4,465	\$4,050	*Standard 4A colors, PMS color plus black available at 3-color rate				

Rates for other inserts available upon request

Demographic Editions	1x	3x	6x	9x	12x	COLOR PREMIUMS*				
						2-C 1 side	2-C 2 sides	3-C 1 side	3-C 2 sides	4-C 1 side
Metalworking	\$2,785	\$2,625	\$2,470	\$2,310	\$2,100	\$270	\$465	\$380	\$625	\$485
Process	\$1,365	\$1,315	\$1,260	\$1,050	\$1,000	\$135	\$235	\$190	\$310	\$240
						*Standard 4A colors, PMS color plus black available at 3-color rate				

## Special Positions

Inserts 15%, Run of Deck Cards 10%  
For information regarding furnished inserts,  
front and back cover wraps, contact Lily Man.

## Mechanical Requirements/Print Deck

Printing process: Web offset

- Standard Card:
  - Trim size: 3-1/2" x 5-1/2" wide
  - Live area: 3-1/8" x 5-1/8" No bleeds
- Jumbo Card:
  - Trim size: 5-1/2" high x 7" wide
  - Live area: 5-1/8" x 6-5/8" wide

Format: side by side; paper wrap

## Submitting Files:

- Native files are preferred; high res PDF, JPEG, TIFF, and EPS files are also acceptable.
- Preferred: All files sent on CD-ROM. Also acceptable: via email with prior notification.
- MAC format preferred.
- All screen and printer fonts must be included.
- Include all linked image files (TIFF, EPS, etc).
- Provide a directory of the disk contents.
- 2 full-size SWOP standard color guides must accompany files.

## Mechanical Requirements/ Digital National Deck

National advertisers in the print deck are also deployed in the digital deck; please adhere to the following specs when submitting your e-card.

Image: 550 x 350 pixels

File Type: JPEG saved for web

Web design hint: keep graphics and copy simple, clear and large

Note: Due to various browser settings, image may be slightly compressed

## Contact Information/Production Direct Response Cards

For ad-related technical support, forwarding reproduction material, contracts and insertion orders:

Lily Man

Associate Production Manager

Industrial Equipment News

Five Penn Plaza, NY, NY 10001

lman@thomaspublishing.com

P: 212-629-1566

F: 212-629-1537