

# RATE CARD 54

Effective January, 2008



## INDUSTRIAL EQUIPMENT NEWS

### BLACK & WHITE RATES:

Size and Description	1X	3X	6X	9X	12X	18X	24X	36X
1/9th Std 1/4 Pg	\$2,900	\$2,890	\$2,830	\$2,810	\$2,780	\$2,740	\$2,705	\$2,680
1/6th Std 1/3 Pg	\$4,125	\$4,090	\$4,000	\$3,945	\$3,920	\$3,840	\$3,790	\$3,755
2/9ths Std Half Pg	\$5,760	\$5,700	\$5,530	\$5,430	\$5,370	\$5,260	\$5,200	\$5,150
1/4th Std Isl Half Pg	\$6,300	\$6,250	\$6,060	\$5,930	\$5,810	\$5,690	\$5,630	\$5,580
3/9ths 1/3 Tab Pg	\$7,940	\$7,860	\$7,625	\$7,520	\$7,320	\$7,105	\$6,970	\$6,890
4/9ths Std 7x10	\$10,385	\$10,170	\$9,870	\$9,390	\$9,280	\$9,195	\$9,010	\$8,830
4/9ths 8-1/2 x 11	\$11,585	\$11,370	\$11,070	\$10,590	\$10,480	\$10,400	\$10,210	\$10,030
1/2 Half Tab	\$11,295	\$11,065	\$10,740	\$10,520	\$10,310	\$10,005	\$9,805	\$9,600
5/9ths L-Shape/Checkerboard	\$12,250	\$12,020	\$11,695	\$11,475	\$11,305	\$10,960	\$10,760	\$10,555
6/9ths 2/3 Tab	\$14,205	\$13,975	\$13,650	\$13,430	\$13,260	\$12,915	\$12,715	\$12,510
7/9ths U-Shape on Tab	\$16,160	\$15,930	\$15,605	\$15,385	\$15,215	\$14,870	\$14,670	\$14,465
9/9ths Full Tab	\$18,065	\$17,515	\$16,655	\$15,990	\$15,340	\$14,580	\$13,845	\$13,125

### FOUR-COLOR RATES:

Size and Description	1X	3X	6X	9X	12X	18X	24X	36X
1/9th Std 1/4 Pg	\$3,400	\$3,390	\$3,330	\$3,310	\$3,280	\$3,240	\$3,205	\$3,180
1/6th Std 1/3 Pg	\$4,625	\$4,590	\$4,500	\$4,445	\$4,420	\$4,340	\$4,290	\$4,255
2/9ths Std Half Pg	\$7,560	\$7,500	\$7,330	\$7,230	\$7,170	\$7,060	\$7,000	\$6,950
1/4th Std Isl Half Pg	\$8,100	\$8,050	\$7,860	\$7,730	\$7,610	\$7,490	\$7,430	\$7,380
3/9ths 1/3 Tab Pg	\$9,740	\$9,660	\$9,425	\$9,320	\$9,120	\$8,905	\$8,770	\$8,690
4/9ths Std 7x10	\$12,185	\$11,970	\$11,670	\$11,190	\$11,080	\$10,995	\$10,810	\$10,630
4/9ths 8-1/2 x 11	\$13,385	\$13,170	\$12,870	\$12,390	\$12,280	\$12,200	\$12,010	\$11,830
1/2 Half Tab	\$13,095	\$12,865	\$12,540	\$12,320	\$12,110	\$11,805	\$11,605	\$11,400
5/9ths L-Shape/Checkerboard	\$13,900	\$13,670	\$13,345	\$13,125	\$12,955	\$12,610	\$12,410	\$12,205
6/9ths 2/3 Tab	\$15,855	\$15,625	\$15,300	\$15,080	\$14,910	\$14,565	\$14,365	\$14,160
7/9ths U-Shape on Tab	\$17,810	\$17,580	\$17,255	\$17,035	\$16,865	\$16,520	\$16,320	\$16,115
9/9ths Full Tab	\$19,865	\$19,315	\$18,455	\$17,790	\$17,140	\$16,380	\$15,645	\$14,950

Standard 2 Color Rates: Add \$300 to B/W rates for 1/9th and 1/6th Add \$700 to B/W rates for all other sizes

Match Color Rates: Call production manager

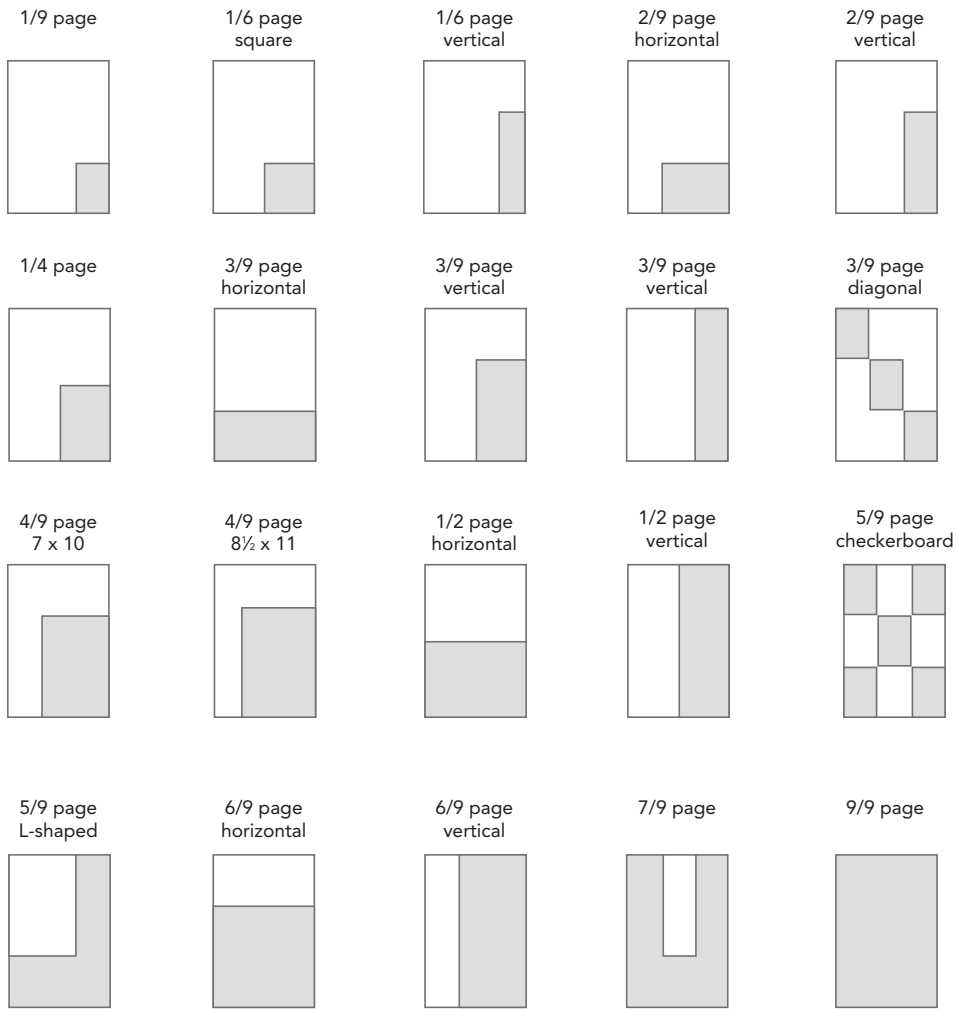
## SPECIAL ADVERTISING SECTION

### RESOURCE CENTER

	1x	3x	6x	9x	12x
1 Col. x 1 inch	\$490	\$480	\$470	\$460	\$400
Per additional inch	\$325	\$315	\$305	\$285	\$265

Color - \$100 Additional Reader Service #: \$100

# AD FORMATS



## PUB TRIM SIZE 10-7/16" WIDE X 15-1/2" HIGH

Size and Description	Sizes Available/Shape	Trim Size	Bleed
1/9th Std. 1/4 Page	Vertical	3 1/4 x 4 3/4	N/A
1/6th Std. 1/3 Page	Square & Vertical	4 9/16 x 4 9/16; 2 3/16 x 10	N/A
2/9ths Std. Half Page	Horizontal & Vertical	6 7/8 x 4 3/4; 3 1/4 x 10	N/A
1/4th Std. Island Half Page	Vertical	4 9/16 x 7 3/8	N/A
3/9ths 1/3 Tab Page	Horizontal, 2 Verticals, Diagonal	9 15/16 x 4 3/4; 4 9/16 x 10; 3 1/4 x 15; 3 1/4 x 4 3/4 ea.	N/A
4/9ths Std. 7x10	Vertical	7 x 10; 7 3/8 x 10 1/2	7 1/2 x 10 5/8
4/9ths Jr. Tab 8-1/2x11	Vertical	8 1/2 x 11	8 3/4 x 11 1/4
1/2 Half Tab	Horizontal & Vertical	9 15/16 x 7 3/8; 4 9/16 x 15	N/A
5/9ths L-Shape or Checkerboard	Vertical	3 1/4 x 4 3/4 ea. five	N/A
6/9ths 2/3 Tab	Horizontal & Vertical	9 15/16 x 10; 7 x 15	N/A
7/9ths U-Shape on Tab	Vertical	3 1/4 x 4 3/4 ea. seven	14 x 10 3/4
9/9ths Full Tab	Vertical	9 15/16 x 15; 10 7/16 x 15 1/2	10 11/16 x 15 3/4

A tabloid page consists of nine 1/9th page units. Each 1/9th is the same size as a 1/4 page in a standard 7" x 10" publication.

In the chart above, "Tabloid" refers to a 9-15/16" x 15" page size and "Standard" refers to a 7" x 10" page size.

# GENERAL INFORMATION, TERMS, & CONDITIONS

## CONTRACT & COPY REGULATIONS

See "SRDS Business Publications' Contract and Copy Regulations" page. The following regulations apply to IEN, ILR and DRC: 1-8, 10-13, 15-23, 25, 27, 29, 30, 33, & 36. For IEN only: 32.

## COMMISSIONS

15% of gross billing on space, color, and position charges is allowed to recognized advertising agencies, provided payment is made upon receipt of invoice. No agency commission is allowed on other charges, such as backing-up.

## RATE POLICY

All copy subject to publisher's approval. Publisher reserves the right to hold advertiser and/or its advertising agency jointly and severally liable for such monies as are due and payable to the publisher.

## FREQUENCY POLICY

All space in IEN, ILR, DRC, Mailing Lists and IEN International Publications earn frequency in IEN.

## IEN ISSUE AND CLOSING DATES

Published monthly. Closes first of the month preceding date of the issue. If proofs are required, or copy to be set, material must be received five days earlier. No extension on special position ads. **Advertiser Contact!** and **Product Index** listings not guaranteed. Cancellations accepted up to published closing date only. For deadlines on furnished inserts and inkjetted advertisements, call the production department at (212) 629-1520 or (212) 629-1566.

## COVER POSITIONS

Covers available on a non-cancelable basis for six or twelve times. Limited to a tabloid page.  
Back cover: 25% premium over earned space rate.  
Second cover: 20% premium over earned space rate.  
Third cover: 15% premium over earned space rate.

## INSERTS, SPECIAL POSITIONS AND SPLIT RUNS

Advertiser supplied inserts are accepted by special arrangement with the publisher. Inserts are available to target geographic or demographic needs. Details available upon request. Contact publisher. Special positions on masthead, special section openers, first page ROP and others are available at premium rates. Contact your IEN representative for complete details.

## BLEED

No charge.

## COLOR

Process colors: Black, cyan, magenta, yellow.  
Standard solid colors: Red, green, orange.

4 color process = four color rate  
2 color process + black = three color rate  
1 standard color + black = two color rate

2 standard colors + black = four color rate  
1 match color + black = match color rate  
Special color combinations involving more than one color are subject to quotation by the publisher.

Metallic ink: Contact publisher for rate.

## PUBLICATION SPECIFICATIONS

Printed Web Offset. Three columns to a page, saddlestitched binding.

## DIGITAL AD MATERIAL REQUIREMENTS

### Applications (Mac only):

- QuarkXpress: 5 - 6.5
- Adobe Illustrator: 6 - CS2
- Adobe Photoshop: 5.5 - CS2
- InDesign: CS

Include all supporting images and fonts

### Formats:

- PDF distilled from Postscript w/fonts embedded, in CMYK and hi-resolution
- TIF or EPS files at 300 dpi, CMYK or grayscale (RGB files must be converted to CMYK)

**Compression:** Self-Extracting Archives (SEA) files preferred. Stuffit and Zipped files also acceptable.

**Submitting files:** Our preference is that all files be sent on CD-ROM; accepted via email with prior notification.

**Proofs:** 2 full-size SWOP standard color guides must accompany files.

**Note:** Portable Storage becomes the property of Thomas Publishing and will not be returned without a SASE. Conversion of all other material (artwork, reproduction proofs, etc.) will be charged at cost to advertiser or agency. All reproduction material will be destroyed one year after last use, unless a SASE is provided. For complete information, see "Printed Production Media Data" published by SRDS.

## INK JET RATES

Each application \$4,000. Call production for details and deadlines.

## MAILING INFORMATION FOR IEN

Send all contracts, insertion orders and reproduction material to:

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