

# PRINT RATES & SPECS

GROSS		1x	3x	6x	9x	12x	18x	24x	36x
4/COLOR	Page	19,260	18,300	17,335	16,370	15,410	14,445	13,485	12,520
	2/3 Page	13,100	12,445	11,790	11,135	10,475	9,825	9,165	8,515
	1/2 Page	10,595	10,065	9,535	9,005	8,475	7,945	7,415	6,885
	1/3 Page	6,740	6,405	6,070	5,730	5,395	5,055	4,720	4,380
	1/4 Page	5,010	4,760	4,510	4,255	4,010	3,755	3,505	3,255
Spread		29,855	28,365	26,870	25,375	23,885	22,395	20,900	19,405

GROSS		1x	3x	6x	9x	12x	18x	24x	36x
BLACK & WHITE	Page	14,635	13,955	13,220	12,485	11,750	11,015	10,285	9,550
	2/3 Page	9,985	9,490	8,990	8,490	7,990	7,455	6,990	6,495
	1/2 Page	8,080	7,675	7,270	6,870	6,465	6,060	5,655	5,250
	1/3 Page	5,140	4,885	4,625	4,370	4,115	3,855	3,600	3,340
	1/4 Page	3,820	3,630	3,440	3,245	3,055	2,865	2,675	2,485
Spread		22,765	21,630	20,490	19,355	18,215	17,075	15,935	14,795

## Other Penton Media Publications:

Access Control & Security Systems (ACS)	Material Handling Management (MHM)
American City & County (AMC)	Medical Design (MED)
American Machinist (AMA)	Medical Meetings (MDM)
American Printer (AP)	Metal Producing & Processing (MPP)
American School & University (ASU)	Microwaves & RF (MWF)
American Trucker (AT)	Millimeter (MIL)
Apply (APY)	Mine & Quarry Trader (MQT)
Association Meetings (AM)	Mix (MIX)
Auto Electronics (AE)	Modern Baking (MB)
Baking Management (BM)	Motion System Design (MSD)
BEEF (BF)	MultiChannel Merchant (MCM)
Broadcast Engineering (BR)	National Hog Farmer (NHF)
Bulk Transporter (BT)	National Real Estate Investor (NRE)
Business Finance	New Equipment Digest (NED)
Business Performance Management	Occupational Hazards (OH)
Concrete Products (CP)	Outsourced Logistics (OL)
Contracting Business (CB)	Paper, Film & Foil Converter (PFF)
Contractor (CNT)	Power Electronics Technology (PET)
Corn and Soybean Digest (CSD)	Print & Media Buyer (PMB)
Corporate Meetings & Incentives (COM)	Promo (PMO)
Delta Farm Press (DFP)	Radio (RAD)
Digital Content Producer (DCP)	Refrigerated Transporter (RT)
Direct (DRT)	Registered Rep (RGR)
Electrical Construction & Maintenance (ECM)	Religious Conference Manager (RCM)
Electrical Wholesaling (EW)	Remix (RMX)
Electronic Design (ED)	Rental Equipment Register (RNT)
Electronic Musician (ELM)	Responder Safety
Expansion Management (EX)	Restaurant Hospitality (RH)
Farm Industry News (FIN)	Retail Traffic (RET)
Financial & Insurance Meetings (FIMT)	RF Design (RFD)
Fire Chief (FC)	Rock Products (RP)
Fire/EMS Product News (FEPN)	Sound & Video Contractor (SVC)
Fitness Business Pro (FBP)	Southeast Farm Press (SEFP)
Fleet Owner (FO)	Southwest Farm Press (SWFP)
Food Management (FM)	Special Events Magazine (SE)
Forging (FRG)	Supermarket News (SN)
Foundry Management (FMT)	Telephony (TEL)
Gases & Welding Distributor (GWD)	Trailer/Body Builders (TBB)
Government Procurement (GPR)	Transmission & Distribution World (TD)
Government Product News (GPN)	Trusts & Estates (TE)
Government Security (GS)	Urgent Communications (UC)
Hay & Forage Grower (HFG)	Ward's Auto World (WAW)
HomeCare (HC)	Ward's Dealer Business (DBUS)
HPAC Engineering (HPAC)	Waste Age (WSA)
Hydraulics & Pneumatics (HP)	Welding Design & Fabrication (WEL)
Live Design (LIVE)	Western Farm Press (WFP)
Lodging Hospitality (LH)	Wildfire (WF)
Machine Design (MD)	

1 PAGE	SPREAD	1/2 SPREAD
<b>WxH</b> 7 x 9.75 live 7.625 x 10.5 Page Trim Size	<b>WxH</b> 14 x 9.75 live 15.25 x 10.5 Spread Trim Size	<b>WxH</b> 13.75 x 4.625 live 15.25 x 5.125 1/2 Spread Trim Size
<b>Bleed Size:</b> Carry bleed 1/8" beyond trim size	<b>Bleed Size:</b> Carry bleed 1/8" beyond trim size	<b>Bleed Size:</b> Carry bleed 1/8" beyond trim size

2/3 PAGE	1/2 PAGE HOR.	1/2 PAGE IS.
<b>WxH</b> 4.50 x 9.75 <b>Bleed Size:</b> 4.75 x 10.50	<b>WxH</b> 6.875 x 4.65 <b>Bleed Size:</b> 7.625 x 5.125	<b>WxH</b> 4.50 x 7.375 <b>Bleed Size:</b> 4.75 x 7.875

1/3 PAGE SQ.	1/3 PAGE VERT.	1/4 PAGE
<b>WxH</b> 4.50 x 4.625 <b>Bleed Size:</b> 4.875 x 5.125	<b>WxH</b> 2.125 x 9.75 <b>Bleed Size:</b> 2.50 x 10.50	<b>WxH</b> 3.25 x 4.625 <b>Bleed Size:</b> 3.625 x 5.125

## Requirements for Sending Electronic Files

Penton Media, Inc. uses computer-to-plate technology for all printed material. We ask that our advertisers supply digital files using the standardized file formats as listed below.

- Platform: Macintosh or PC accepted
- Files accepted: PDF/X, DCS2, PDF (prepress high resolution) or Postscript files.
- Color: Send all files in CMYK mode unless a Pantone color is running. RGB files must be converted to CMYK. Please indicate all colors, including Pantone colors, on the checklist.
- Embedded images: MINIMUM resolution requirements:
  - 300 dpi for full-color artwork or grayscale
  - 1200 dpi for Bitmap (B&W/line art)
  - Images and logos from websites are NOT usable for print ads.
- Proof: SWOP certified proofs for all ads must be provided. For additional information on SWOP requirements, go to: [www.SWOP.org](http://www.SWOP.org). Penton Media, Inc. will not be held liable for the reproduction of any ad submitted with a SWOP certified proof.
- Electronic file transfer: You may submit electronic files via web at: [www.PentonDigitalAds.com](http://www.PentonDigitalAds.com). When submitting files via the website, a SWOP certified proof must be mailed to:
 

Penton Media, Inc.  
Attn: IndustryWeek/Tamara Gillepsie  
9800 Metcalf Avenue  
Overland Park, KS 66212 USA
- Insertion orders must be received by the posted close dates to honor all position requests. Send insertion orders to:
 

IndustryWeek/Attn: Debbie Brady  
1300 E. 9th St.  
Cleveland, OH 44114 USA  
EMAIL: [dbrady@industryweek.com](mailto:dbrady@industryweek.com)  
PHONE: 216.931.9579 / FAX: 216.696.7670
- For instructions on creating electronic files, visit our website: [www.PentonDigitalAds.com](http://www.PentonDigitalAds.com). For further technical assistance call 800.321.7003. Please make sure all digital ad files match the ad dimensions listed. Penton Media, Inc., reserves the right to reduce and/or re-size any over-sized or incorrectly sized ads to fit the ad dimensions indicated above.

Advertisers will be billed for the following services:

- Convert native application files: \$125 minimum charge
- SWOP approved digital proof: \$100

**Storage:** Penton Media, Inc. does not keep a copy of electronic files. Advertisers must retain the original copy.

eNewsletters	1 week	3 weeks	6 weeks	12 weeks	Frequency & drop day	Circulation
Inside Track	3,725	3,350	3,075	2,850	Weekly (W)	23,000
Daily Headlines	3,000	2,700	2,475	2,400	Daily	52,500
Continuous Improvement	4,250	3,825	3,500	3,400	Weekly (Tu)	23,000
Value-Chain	2,250	2,025	1,850	1,800	Weekly (M)	15,000
Manufacturing Buzz	1,500	1,350	1,225	1,200	Weekly (Th)	10,000
Leadership Insights from the IW 50	1,200	1,075	1,000	975	Weekly (Th)	8,000
Information Technology	1,650	1,475	1,350	1,325	2x/month (F)	10,000
Quick Manufacturing News	3,000				Daily	92,500

Web Ads	CPM
Leaderboards	110
Rectangles	115
Skyscrapers	85

Category Sponsorships	
Per category	3,000
Categories: Leadership & Strategy, Operations, Economics & Public Policy, Technology & Innovation and Rankings	

IW Online Marketplace	
#1 position	1,200
#2 position	1,100
#3 position	950
#4 position	900
#5 position	850

Sponsored White Papers	
Per month, per white paper	1,000

Related Knowledge	
1 year program	1,500/month
6 month program	2,000/month

All digital media rates are NET.

## General Terms and Conditions

IndustryWeek reserves the right to reject creative that it deems, in its sole opinion, to be inappropriate. Copy may be edited for length and clarity.

For all ads with a frequency discount, a short rate will apply if an advertiser does not use the number of insertions upon which its billings are based.

Unless advertiser/agency instructs otherwise, IndustryWeek will continue to run creative that is already on file for a campaign for each of the campaign's placements. Of course, advertiser/agency is always free to submit new creative (or modify existing creative) for upcoming placements at any time prior to the creative deadlines.

Bills Rendered: On or around the 29th of the month in which the placement runs.

Unless otherwise specified, all placements shall abide by the IAB/AAAA Terms and Conditions, version 2.0

All special requests for statistics reporting must be negotiated prior to the media buy and specified on the insertion order.

Liability: Publisher is not liable for delays in delivery and/or nondelivery in the event of Act of God, action by any governmental or quasi-governmental entity, fire, flood, insurrection, riot, explosion, embargo, strikes whether legal or illegal, labor or material shortage, transportation interruption of any kind, work slowdown or any condition beyond the control of publisher affecting production or delivery in any manner.

It is the advertiser's/agency's obligation to submit advertising materials in accordance with IndustryWeek's existing criteria or specifications (including content limitations, technical specifications and material due dates) as posted on IndustryWeek's website at the time of the signing of the IO. If advertising materials are late, Advertiser is still responsible for the media purchased pursuant to IO.

When submitting e-mail copy, advertisers and agencies are advised that Microsoft Word is not an acceptable format for sending text, since it may insert automatic formatting that causes problems in mail servers. IndustryWeek is not liable for poor or improper display of any text that an advertiser or agency has prepared in Microsoft Word.

If advertiser chooses to use a third-party service to deliver ads, IndustryWeek will not be held responsible for any technical errors caused by said third-party server. In the event IndustryWeek discovers that a third-party ad server is causing an error, the campaign will be pulled from the IndustryWeek site. Notification will come from IndustryWeek to the addresses on the IO. Said contactees will be responsible for notifying IndustryWeek when the error is fixed, at which point IndustryWeek will restore the campaign within one business day. The total impressions will be prorated due to the downtime, but the full fee will be charged as if no downtime had occurred.

## eNEWSLETTERS:

- All materials must be submitted at least 2 business days in advance. If materials are late, advertiser/agency is still responsible for the media purchased pursuant to the insertion order.
- Please Submit ALL of the following:
  - Headline – 40 characters or less;
  - Body copy – 75 words or less, including a link; and
  - Logo – 120x60 pixels
- Unless otherwise specified, IndustryWeek will include a redirect URL to track clicks on your ad.
- Send materials to [ads@industryweek.com](mailto:ads@industryweek.com)

## WEB ADS:

### Leaderboards, Rectangles, Skyscrapers

- All materials must be submitted at least 2 business days in advance. If materials are late, advertiser/agency is still responsible for the media purchased pursuant to the insertion order.
- Dimensions:
  - Leaderboards: 728x90 pixels
  - Rectangles: 300x250 pixels
  - Skyscrapers: 160x600
- Format: GIF, Flash, or other rich media accepted. If using rich media, see Rich Media Specifications online.
- Animation, Looping: Animated GIFs are acceptable. No limits on looping.
- File size: 30K maximum.
- URL: Please include a URL for your ad to link to.
- Send materials to [ads@industryweek.com](mailto:ads@industryweek.com)

## CATEGORY SPONSORSHIPS:

- All materials must be submitted at least 2 business days in advance. If materials are late, advertiser/agency is still responsible for the media purchased pursuant to the insertion order.
- Specifications:
  - Square Button: 125x125 pixels;
  - Micro Bar (Logo): 88x31 pixels;
  - Text: Headline and Body copy – 75 words or less, including a link (please provide URL)
- Send materials to [ads@industryweek.com](mailto:ads@industryweek.com)

## SPONSORED WHITE PAPER COLLECTION:

- All materials must be submitted at least 2 business days in advance. If materials are late, advertiser/agency is still responsible for the media purchased pursuant to the insertion order.
- Please include the following:
  - Your white paper in Adobe Acrobat (PDF) format
  - Title of the white paper
  - A 40-60 word description of the white paper
  - Your company's URL
  - A contact e-mail address for reporting purposes
- White paper leads will be forwarded by e-mail to the address you specify.
- Third-party tags are not permitted for white paper postings. All white papers must be hosted on the IW web server.
- Send materials to [ads@industryweek.com](mailto:ads@industryweek.com)

## TEXT LINKS: IW ONLINE MARKETPLACE

- All materials must be submitted at least 2 business days in advance. If materials are late, advertiser/agency is still responsible for the media purchased pursuant to the insertion order.
- Please provide the following:
  - Heading: up to 50 characters (including spaces)
  - Body copy: up to 200 characters (including spaces)
  - URL for click-throughs
- No excessive use of capital letters, no bold or italics, no HTML tags or formatting is permitted.
- Send materials to [ads@industryweek.com](mailto:ads@industryweek.com)