

# THE CUTTING EDGE

Advertising Rates — 2010

"Your Definitive Industry Resource" <sup>SM</sup>

THE CUTTING EDGE is published monthly (12 times a year) for members of the diecutting and diemaking industry, including commercial diecutting and diemaking shops, and allied suppliers. Technical articles and columns about developments in the industry keep readers aware of current trends. The magazine provides feature "how to" articles, surveys and Association news columns.

## ADVERTISING RATES AND POLICIES

### Color Rates

Color rates for standard display units. Rates are based on the total number of units used within a twelve-month contract period.

	1x	6x	12x
1 Page <sup>1</sup>	\$ 1247	\$ 1123	\$ 998
1/2 Page	748	673	597
1/4 Page	500	449	401
1/8 Page banner	249	224	199
Back Cover <sup>2</sup>	1621	1461	1297
Inside Front Cover	1558	1403	1247
Inside Back Cover	1495	1346	1197
1 Page Insert <sup>3</sup>	1397	1258	1117

### IADD Member Discount Rates

	1x	6x	12x
1 Page <sup>1</sup>	\$ 959	\$ 864	\$ 767
1/2 Page	575	518	461
1/4 Page	384	347	307
1/8 Page banner	192	172	153
Back Cover <sup>2</sup>	1247	1123	998
Inside Front Cover	1199	1078	959
Inside Back Cover	1150	1035	922
1 Page Insert <sup>3</sup>	1074	967	860

<sup>1</sup> Bleeds available (see specs p. 2).

<sup>2</sup> Back cover ad must bleed (see specs p. 2).

<sup>3</sup> Inserts must be furnished completely ready and able to bind in.

## Commission and Terms

Terms: Net 10 days from date of invoice with credit approval. Rates are non-commissionable.

## Subscription

The Cutting Edge is mailed 12 times per year to paid subscribers and free to members of the IADD and selected industry members. Circulation: 1,500+

## General

A. **Acceptance of copy** is subject to publisher's approval. Advertising is accepted with the understanding that the advertiser or his/her agency agrees to indemnify the publisher against any expenses or claims resulting from the unauthorized use of any name, photograph, copyrighted material or patented article in said advertiser's advertisement.

B. **Right to refuse:** The publisher reserves the right to refuse any advertisement that in his/her opinion is unethical, makes extravagant claims, misrepresents, is unfair or harmful to other advertisers, violates postal or U.S. currency regulations or is unsatisfactory to him/her personally.

C. **Email instructions:** Electronic files should be emailed to: advertising @iadd.org. Ad Sales Office: Phone 1-815-455-7519; Fax 1-815-455-7510.

D. **Rate adjustments:** If within the contract year more or fewer units are used than contracted, the rate will be adjusted to reflect the actual number of units used.

E. **Rate policy:** Orders are accepted subject to change in rates from publisher. Contracts may be cancelled at the time the new rates become effective without incurring a short-rate adjustment.

F. **Changes of copy:** Not guaranteed after scheduled closing dates. Cancellations cannot be accepted after scheduled closing dates.

## MECHANICAL SPECIFICATIONS

Size	Width x Depth
1 Page bleed	8-3/4 x 11-1/4
1 Page	7-1/2 x 10
1/2 Page horizontal	7-1/2 x 5
1/2 Page vertical	3-5/8 x 10
1/2 Page island	4-1/2 x 6-3/4
1/4 Page vertical	3-5/8 x 5
1/4 Page horizontal	4-1/2 x 3-1/4
1/8 Page banner	7-1/2 x 1-1/8

**Digital File Submissions:** The preferred method of submitting advertising art electronically is digital ready PDF files.

A digital-ready file means the PDF must be at least version 1.4, with a resolution of 2400 dpi in a CMYK color format. Please use automatic (JPEG) compression with bicubic downsampling of anything above 1800 ppi to 1200 ppi. If you submit a RGB file, the pdf will have to be opened and converted to CMYK, which may cause color changes. Please embed all fonts with no subsets of fonts. If there is black text, please make sure it is 100%K (black) with no cyan, magenta, or yellow. If there are bleeds on your printed piece (cover ads only), the PDF must have the bleed included in the size. Bleed is any print that goes off the edge of the page. A minimum of .125" bleed past the page trim size is needed. For example, on an 8.5" x 11" with bleeds, the pdf would be 8.75" x 11.25".

All graphic files should have a resolution of 240 to 350dpi. Web or screen graphics have a resolution of 72dpi and are not suitable for high quality printing. Four-color graphics should be CMYK format. Mono color graphics should be grayscale.

Files may be sent by email to [advertising@iadd.org](mailto:advertising@iadd.org). If the file is too large to email (over 2Mb), it may be uploaded using the following link:

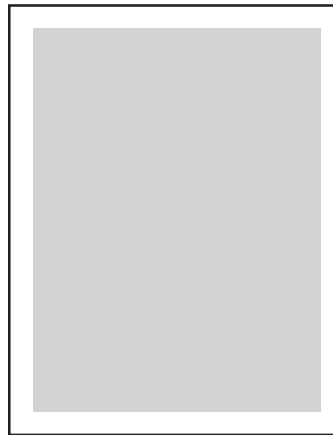
<http://www.uploads.iadd.org>

The password to upload files is "definitive" (without quotes, all lower case).

## PUBLICATION SCHEDULE

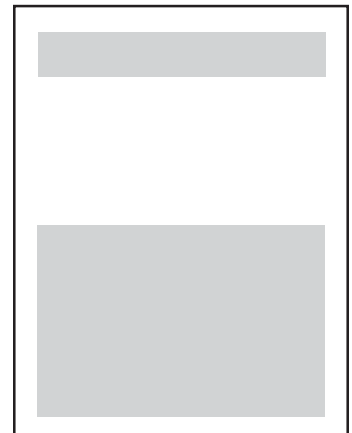
Order closing is the 15th of the second month preceding each issue. Material closing is the 20th of the second month preceding each issue. Publication date is the 15th of the month (e.g., for January issue, order closing is November 15, material closing is November 20, publication date is January 15).

## AD SHAPES

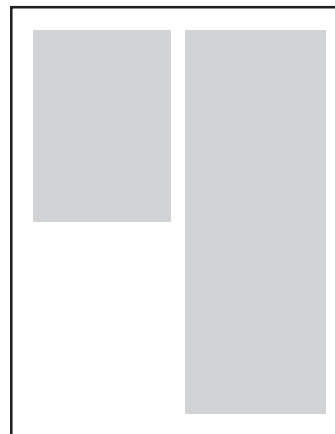


**1 Page**

**Banner  
1/8 Page**

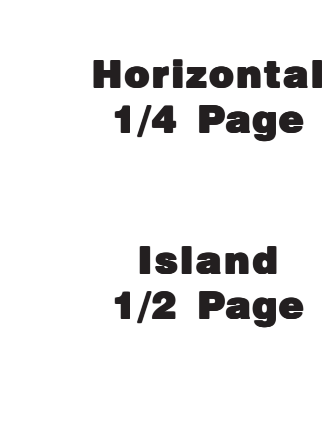


**Horizontal  
1/2 Page**



**Vertical  
1/4 Page**

**Vertical  
1/2 Page**



**Horizontal  
1/4 Page**

**Island  
1/2 Page**

# INSERTION ORDER FORM

Date \_\_\_\_\_

Insertions to appear (circle appropriate 2010 issues):

January February March April May June July August September October November December

## ADVERTISER

Name \_\_\_\_\_

Address \_\_\_\_\_

Phone \_\_\_\_\_ Fax \_\_\_\_\_

Contact Name \_\_\_\_\_ Email \_\_\_\_\_

## AGENCY (if used)

Name \_\_\_\_\_

Address \_\_\_\_\_

Phone \_\_\_\_\_ Fax \_\_\_\_\_ Email \_\_\_\_\_

Invoices to be sent to \_\_\_\_\_

Inquiries to be sent to \_\_\_\_\_

## DISPLAY ADVERTISING

Size of Space \_\_\_\_\_ Shape (H, V, Is.) \_\_\_\_\_ Cover (circle one) Yes No

Title of Ad \_\_\_\_\_

Material Information (circle one) New Repeat

Repeat of: Month \_\_\_\_\_ Year \_\_\_\_\_ Page \_\_\_\_\_

Price per ad \_\_\_\_\_

FAX TO: 1-815-455-7510

PHONE: 1-815-455-7519 • EMAIL: [advertising@iadd.org](mailto:advertising@iadd.org)