

# 2018 EDITORIAL CALENDAR

5811 Canal Road, Valley View Ohio 44125 | PH: 800.456.0707 | FAX: 216.525.0517 | [AerospaceManufacturingAndDesign.com](http://AerospaceManufacturingAndDesign.com)

**AEROSPACE**  
MANUFACTURING and DESIGN

	January/ February	March	April	May	June	July		August/ September	October	November/ December	Reference Guide
Toolholding/ Workholding	•		•			•		•	•		•
3D/Additive	•	•		•	•	•		•	•		•
Materials	•				•	•		•	•		•
Machining	•	•	•	•	•	•		•	•	•	•
Motion/Design/ Automation	•	•	•	•	•	•		•	•	•	•
Grinding		•				•		•	•		•
IIoT/ Industry 4.0			•	•	•	•		•	•		•
Cutting Tools	•	•		•		•		•	•	•	•
Quality	•		•	•		•		•	•		•
Surface Finish		•	•	•		•		•	•		•
Software			•	•	•	•		•	•	•	•
Alternative	•	•			•	•		•	•		•
MRO	•	•	•	•	•	•		•	•	•	•
Bonus Distribution	Design- 2-Part  PNAA	Hannover Messe Aerodef Design- 2-Part	Smart Mfg. Experience Rapid Design- 2-Part Ceramics Expo	Design- 2-Part	Farnborough Air Show Design- 2-Part	IMTS 2018 pre-show issue Design-2-Part polybagged w/IMTS 2018 Conference Guide		IMTS 2018 show issue South-Tec Design-2-Part polybagged w/IMTS 2018 Quick Guide	IMTS 2018 post-show issue Fabtech Design- 2-Part	Design- 2-Part	
Closing/Material Due Dates*	1/5/18	2/2/18	3/2/18	4/6/18	5/4/18	6/1/18	6/1/18	7/13/18	9/7/18	10/26/18	10/26/18

IMTS 2018 QUICK GUIDE

\*Editorial closing is 1 month prior to publication closing dates

# 2018 RATES & SPECS

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## PRINT RATES

Frequency Discounts	1x	3x	6x
Full Page	\$3,847	\$3,547	\$3,311
1/2 Island	2,764	2,528	2,317
1/2 Horizontal	2,407	2,187	1,985
1/3 Page	1,820	1,651	1,397
1/4 Page	1,584	1,393	1,214

Color Charges	1x	3x	6x
Standard two-color extra	\$595	\$565	\$475
For PMS spot colors, see below for matched color pricing.			
4-color process, extra	\$730	\$680	\$630

## IMTS Rates

Quick Guide	\$2,550
Conference Guide	\$3,995
Product Preview	\$2,500

## Mechanical Requirements

Saddle stitch, 3 columns to a page.  
 Paper stock: Machine coated – 50 lb body with 100 lb cover. Colors available: matched, 4-color process (AAAA-MPA). Trim size 7<sup>7</sup>/<sub>8</sub>" x 10<sup>1</sup>/<sub>2</sub>".

## Digital Files and Specifications for Print

High-resolution, press-ready PDFs are the preferred medium for advertiser-supplied, printed ad materials. Ads can be submitted via FTP upload. For more details, call Lori Skala at 800.456.0707. Progressive proofs or color keys required on all 4-color advertising.

## Special Advertising Rates

Contact the publisher or your advertising representative regarding the following special advertising opportunities:

- Web advertising on [www.AerospaceManufacturingAndDesign.com](http://www.AerospaceManufacturingAndDesign.com)
- Regional rates and mechanical requirements

## Ad Sizes (Non-Bleed)

Specifications	Width	Depth
Full Page (non-bleed)	7"	10"
1/2 Page Island	4 <sup>1</sup> / <sub>2</sub> "	7 <sup>1</sup> / <sub>2</sub> "
1/2 Page Horizontal	7"	4 <sup>7</sup> / <sub>8</sub> "
1/3 Page Square	4 <sup>1</sup> / <sub>2</sub> "	4 <sup>7</sup> / <sub>8</sub> "
1/3 Page Vertical	2 <sup>3</sup> / <sub>16</sub> "	10"
1/4 Page	3 <sup>3</sup> / <sub>8</sub> "	4 <sup>7</sup> / <sub>8</sub> "

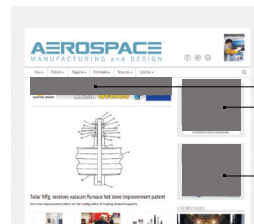
## Bleed Ad Sizes (Available at no extra charge)

Specifications	Width	Depth
Single-Page Bleeds	8 <sup>1</sup> / <sub>8</sub> "	10 <sup>3</sup> / <sub>4</sub> "
Trim Area	7 <sup>7</sup> / <sub>8</sub> "	10 <sup>1</sup> / <sub>2</sub> "
Live Area	7"	10"

*On all bleed advertisements allow 3/8" from any trim edge for live or type matter. Add 1/8" to gutter for each page on spread ads. Supply ruled proof showing crop line.*

## INTERACTIVE RATES

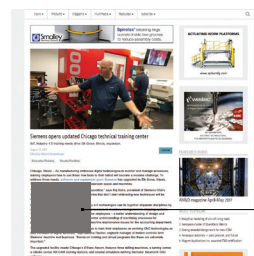
### WEBSITE ADS (HOME PAGE)



**Leaderboard Ad**  
 728x90 pixels  
 \$365/per month

**Buttons**  
 300x250 pixels  
 \$365/per month

### (INTERNAL PAGE)



**Category In-Line Ad**  
 300x250  
 \$365  
 Exclusive

### E-NEWSLETTER ADS



**Prime Button**  
 300x250 pixels  
 \$650/per issue

**Issue Sponsor**  
 300x250 pixels  
 \$900/per issue

**Primary Sponsor**  
 300x600 pixels  
 \$650/per issue

**Highlight Ad**  
 140x60 pixels  
 \$400/per issue

**Custom e-blast: \$1,650**