

2018 EDITORIAL CALENDAR

5811 Canal Road, Valley View Ohio 44125 | PH: 800.456.0707 | FAX: 216.525.0517 | TodaysMotorVehicles.com

| | January/ February | March | April | | May/June | July | | August/ September | October | November/ December | Reference Guide |
|--------------------------------|---------------------------|--|--|---------|-------------------|---|--------|---|---|-----------------------|--------------------|
| Surface Finishing | • | | • | | | • | | • | • | | • |
| Grinding | | • | | | • | • | | • | • | | • |
| Toolholding/ Workholding | • | | • | | | • | | • | • | | • |
| Components | | • | | | • | • | | • | • | • | • |
| 3D/Additive | • | | • | | | • | | • | | | • |
| Quality | • | • | • | | • | • | | • | • | • | • |
| Machining | • | • | • | | • | • | | • | • | | • |
| Cutting Tools | | • | | | • | • | | • | • | | • |
| Motion/Design/ Automation | • | • | • | | • | • | | • | • | • | • |
| Alternative | | • | • | | | • | | • | • | | • |
| IIoT/ Industry 4.0 | | • | | | • | • | | • | • | • | • |
| Materials | • | | | | • | • | | • | • | | • |
| Bonus Distribution | Design- 2-Part PNAA | Hannover Messe Design- 2-Part | Smart Mfg. Experience Rapid Design- 2-Part | | 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* | 1/12/18 | 2/9/18 | 3/9/18 | 3/30/18 | 4/20/18 | 6/1/18 | 6/1/18 | 7/20/18 | 9/7/18 | 11/2/18 | 11/2/18 |

*Editorial closing is 1 month prior to publication closing dates

2018 RATES & SPECS

5811 Canal Road, Valley View Ohio 44125 | PH: 800.456.0707
 FAX: 216.525.0517 | TodaysMotorVehicles.com

SALES

Mike DiFranco
 Group Publisher
 216.393.0235
MDifranco@gie.net

Damon Wolf
 Regional Sales Manager
 216.393.0297
DWolf@gie.net

Joe DiFranco
 Associate Publisher
 216.393.0234
JDifranco@gie.net

William Patrick
 Regional Sales Manager
 216.393.0313
WPatrick@gie.net

Rachel Dennis
 Regional Sales Manager
 216.393.0326
RDennis@gie.net

Bonnie Velikonya
 Classified Ads Manager
 216.393.0291
BVelikonya@gie.net

INTERNATIONAL SALES

Paul Barrett
 Europe
Teaco@aol.com
 44.0.1268.711560

Mike Hay
 Hong Kong/Singapore
MchHay@ringier.com.hk
 852.2369.8788, x11

Kelly Wong, Taiwan
KWong@ringier.com.hk
 886.4.2329.7318

Marco Chang, China
Marco@ringiertrade.com
 86.21.6289.5533, x101

EDITORIAL

To submit a press release, please send Word or text files to one of our editorial team:

Elizabeth Modic
 Editor
 216.393.0264
EModic@gie.net

Robert Schoenberger
 Editor
 216.393.0271
RSchoenberger@gie.net

Eric Brothers
 Senior Editor
 216.393.0228
EBrothers@gie.net

Michelle Jacobson
 Assistant Editor
 216.393.0323
MJacobson@gie.net

SUPPORT

For questions about ad specifications, materials due, or subscriptions, please contact:

Janet Marioneaux
 Market Coordinator
 216.393.0258
JMarioneaux@gie.net

Lori Skala
 Ad Production Coordinator
 216.393.0276
LSkala@gie.net

Treasure Brown
 Digital Ad
 Production Coordinator
 216.393.0311
TBrown@gie.net

Eric Oster
 Circulation Specialist
 216.393.0319
EOster@gie.net

PRINT RATES

| Frequency Discounts | 1x | 3x | 6x |
|---------------------|---------|---------|---------|
| Full Page | \$5,350 | \$5,080 | \$4,675 |
| 1/2 Island | 3,832 | 3,658 | 3,282 |
| 1/2 Horizontal | 3,720 | 3,550 | 3,117 |
| 1/3 Page | 2,260 | 2,021 | 1,733 |
| 1/4 Page | 1,901 | 1,693 | 1,418 |

| Color Charges | 1x | 3x | 6x |
|---|-------|-------|-------|
| Standard two-color extra | \$450 | \$400 | \$350 |
| For PMS spot colors, see below for matched color pricing. | | | |
| 4-color process, extra | \$650 | \$600 | \$500 |

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 7⁷/₈" x 10¹/₂".

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.TodaysMotorVehicles.com
- Regional rates and mechanical requirements

Ad Sizes (Non-Bleed)

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

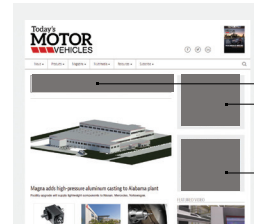
Bleed Ad Sizes (Available at no extra charge)

| Specifications | Width | Depth |
|--------------------|---------------------------------|----------------------------------|
| Single-Page Bleeds | 8 ¹ / ₈ " | 10 ³ / ₄ " |
| Trim Area | 7 ⁷ / ₈ " | 10 ¹ / ₂ " |
| 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

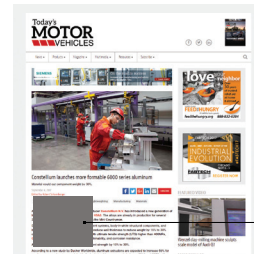
WEBSITE ADS (HOME PAGE)



Leaderboard Ad
 728x90 pixels
 \$365/per month

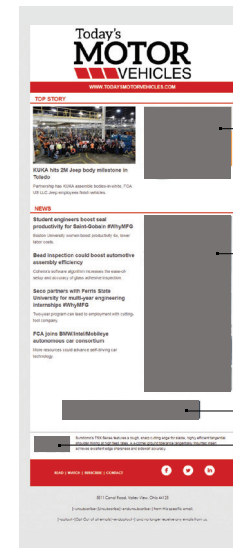
Buttons
 300x250 pixels
 \$365/per month

(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