

## PRINT RATES



### 4-COLOR AD SIZES

	1X	3X	6X	10X
Full Page	\$6,995	\$6,477	\$6,155	\$5,945
2/3 Page	\$5,890	\$5,350	\$5,075	\$4,875
1/2 Vertical	\$5,220	\$4,815	\$4,560	\$4,410
1/2 Horizontal	\$4,480	\$3,995	\$3,820	\$3,710
1/3 Page	\$3,090	\$2,810	\$2,690	\$2,565
1/4 Page	\$2,435	\$2,195	\$2,125	\$2,055

### 4-COLOR CLASSIFIEDS

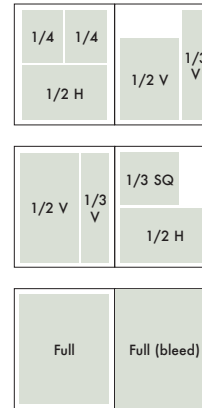
	1X	3X	6X	10X
1 inch	\$285	\$266	\$255	\$220
2 inches	\$540	\$505	\$470	\$405
3 inches	\$785	\$685	\$650	\$595
4 inches	\$1,035	\$921	\$875	\$768
5 inches	\$1,265	\$1,178	\$1,125	\$975

\* All classified ads are 2.25" in width.

### COVER PLACEMENT

	1X
Inside Front	\$7,475
Inside Back	\$7,295
Outside Back	\$8,005

ARTWORK  
SPECIFICATION



AD SIZE (Inches)	WIDTH X HEIGHT
2/3 Page	4.875 x 10
1/2 Vertical	4.875 x 7.5
1/2 Horizontal	7.625 x 4.875
1/3 Vertical	2.5 x 10
1/3 Square	4.875 x 4.875
1/4 Vertical	3.75 x 4.875
1/4 Horizontal	7.625 x 2.5
Full Page	8 x 10
Full Page (With Bleed)	9.25 x 11.125

\*Magazine Trim Size: 9" wide x 10.875" high  
Bleeds should extend 0.125" on all sides.  
All live matter must be at least 0.125" from trim



ISSUE	AD CLOSING
January/February	11/30/16
Systems Integrator Dir.	12/30/16
March/April	1/27/17
Off-Highway Dir.	2/27/17
May/June	3/28/17
July/August	5/26/17
Manufacturers Dir.	6/30/17
September/October	7/28/17
Tech Dir.	8/25/17
November/December	9/29/17

**Mechanical Specs:** Our staff utilizes Adobe Creative Suite 6. Any of the following layout files are acceptable: \*.pdf, \*.psd, \*.tif, \*.jpg, \*.eps

**File Setup:** Set document dimensions to the correct size of the ad. It is not necessary to include printer marks such as crop, bleed and registration marks or page information.

**Colors and Resolution:** All colors appearing in your ad must be built from process colors CMYK. All images must be at least 300 ppi. We will make reasonable efforts to match color specifications; however, we do not guarantee color reproduction to be exact and will not rebate or adjust except where reproduction clearly diminishes its utility or effectiveness.

**How to send files:** If file is under 15MB, e-mail it to [art@fluidpowerjournal.com](mailto:art@fluidpowerjournal.com). Otherwise, go to [www.fluidpowerjournal.com/advertise](http://www.fluidpowerjournal.com/advertise) and follow the instructions to upload your ad.