

# PRINT ADVERTISING RATES

## → BLACK & WHITE

	1x	3x	6x	9x	12x	18x	24x
Page	\$4,830	4,700	4,580	4,430	4,290	4,160	4,060
2/3	3,850	3,740	3,610	3,510	3,450	3,380	3,350
1/2 isl	3,610	3,490	3,380	3,290	3,220	3,160	3,100
1/2	2,970	2,870	2,800	2,740	2,700	2,650	2,570
1/3	2,320	2,260	2,230	2,180	2,130	2,090	2,070
1/4	1,840	1,810	1,730	1,710	1,680	1,620	1,580
1/6	1,200	1,170	1,090	1,070	1,040	1,010	970

## → 2-COLOR PROCESS Black plus cyan, magenta or yellow

	1x	3x	6x	9x	12x	18x	24x
Page	\$5,690	5,550	5,430	5,280	5,150	5,020	4,910
2/3	4,710	4,590	4,460	4,370	4,310	4,240	4,200
1/2 isl	4,460	4,340	4,240	4,140	4,080	4,010	3,950
1/2	3,820	3,720	3,650	3,600	3,550	3,500	3,430
1/3	3,170	3,120	3,080	3,030	2,980	2,950	2,920
1/4	2,690	2,660	2,580	2,560	2,530	2,480	2,430
1/6	2,050	2,020	1,940	1,920	1,890	1,860	1,830

## → MATCHED COLOR Black plus one Pantone color

	1x	3x	6x	9x	12x	18x	24x
Page	\$5,950	5,820	5,700	5,550	5,420	5,280	5,180
2/3	4,980	4,850	4,740	4,630	4,580	4,500	4,470
1/2 isl	4,740	4,610	4,500	4,410	4,350	4,280	4,210
1/2	4,100	3,990	3,930	3,860	3,820	3,760	3,700
1/3	3,440	3,380	3,350	3,310	3,240	3,210	3,190
1/4	2,960	2,920	2,860	2,840	2,800	2,740	2,700
1/6	2,320	2,490	2,220	2,190	2,160	2,120	2,090

## → 4-COLOR PROCESS

	1x	3x	6x	9x	12x	18x	24x
Page	\$6,630	6,500	6,370	6,230	6,090	5,950	5,850
2/3	5,650	5,530	5,410	5,300	5,250	5,180	5,150
1/2 isl	5,510	5,280	5,180	5,080	5,010	4,960	4,880
1/2	4,760	4,660	4,600	4,530	4,490	4,440	4,370
1/3	4,120	4,040	4,020	3,980	3,920	3,890	3,860
1/4	3,630	3,600	3,530	3,500	3,470	3,410	3,370
1/6	2,990	2,950	2,890	2,860	2,840	2,800	2,750

→ **REGIONAL RATES AND INSERTS:** Contact publisher at 312/654-2300 or fax request to 312/654-2323.

## REQUIRED MATERIALS

### Submitting ads digitally is strongly encouraged.

- Media that are acceptable: CD, DVD.
- Please label your media as either Mac or PC.
- Files are recommended to be sent as high-resolution, press-optimized PDFs.
- Files may also be submitted as native QuarkXpress files, Illustrator or Photoshop files. Include all screen and printer versions of fonts used on disk and linked high-resolution (300 dpi minimum) graphics files. We will not take reproduction responsibility for images provided to us in low resolution. All images must be saved as a TIF or EPS file format on the disk.
- For all non-black and white ads, a high-quality color proof must be submitted. We do not accept responsibility for any ad received without a color proof, press proof or matchprint. Clients submitting digital files without one of the above will be charged a \$100 production fee for the output of a contract proof.
- Submit all materials to Trend Publishing, 625 N. Michigan Ave., Suite 1100, Chicago, IL 60611.

### Submitting ads electronically is also permitted.

- High-resolution, press-optimized PDFs (file size <3 MB) may be emailed to [carlotta@modernmetals.com](mailto:carlotta@modernmetals.com)
- Files may also be uploaded to our FTP site. Please contact Carlotta M. Lacy, VP Production, at 312/654-2318 to obtain uploading instructions.

**Film:** Film negatives are not accepted.

**Alterations to Materials:** Requests for minor changes to existing/on-file materials will be reviewed on an individual basis. Depending on how the original files are set up, it may not be possible to make some changes, and therefore new materials may be requested.

**\*If these requirements cannot be met, please contact:**

*Carlotta Lacy, VP Production*

312/654-2318 • 312/654-2323 fax  
[carlotta@modernmetals.com](mailto:carlotta@modernmetals.com)

## MECHANICAL SPECIFICATIONS

### Measurements

(Live Area, see bleed info and trim size below)

	Width		Depth
Full Page	7"	x	10"
2/3 Page	4-1/2	x	10
1/2 Page Island	4-1/2	x	7-1/2
1/2 Page Vertical	3-3/8	x	10
1/2 Page Horizontal	7	x	4-3/4
1/3 Page Vertical	2-1/8	x	10
1/3 Page Square	4-1/2	x	4-3/4
1/4 Page	3-3/8	x	4-3/4
1/6 Page	2-1/8	x	4-3/4

**Live Area:** Keep live matter at least 1/4" away from trim dimensions, including gutter.

**Publication Trim Size:** 7-7/8" x 10-3/4"

**Bleed:** Please allow an 1/8" bleed on all sides.

**Single page bleed size:** 8-1/8" x 11"

**2-Page Spread Bleed:** 16-1/4" x 11"

## PRINTING

**Web offset, SWOP standards apply.**

**Method of Binding:** Perfect (adhesive) binding.

**Printing Specifications:** All printing done wet on multicolor presses. Unusually large areas of solid ink coverage cannot be guaranteed. In general, follow AAAA/MPA recommended standards for Web offset printing.

**Preferred Materials:** Digital; see **Required Materials**.

**Proofs:** Furnish one composite color proof.

**Agency Commission** (for display ads):  
15% of gross billing, except mechanical charges.