

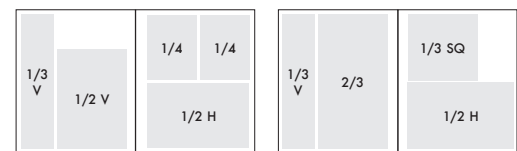
PRINT RATES

2012

ADVERTISING GUIDE

4-COLOR RATES	1x	3x	6x	10x
FULL PAGE	\$6,870	\$6,195	\$5,885	\$5,695
2/3 PAGE	\$5,470	\$4,965	\$4,715	\$4,545
1/2 PAGE VERTICAL	\$4,955	\$4,470	\$4,235	\$4,099
1/2 PAGE HORIZONTAL	\$4,115	\$3,725	\$3,550	\$3,440
1/3 PAGE SQUARE OR VERTICAL	\$2,870	\$2,605	\$2,495	\$2,385
1/4 PAGE	\$2,260	\$2,035	\$1,975	\$1,910

COVER RATES	
INSIDE FRONT	\$7,045
INSIDE BACK	\$6,695
OUTSIDE BACK	\$7,545



4-COLOR CLASSIFIED AD RATES				
	1x	3x	6x	10x
1"	\$262	\$246	\$233	\$200
2"	\$495	\$462	\$429	\$373
3"	\$725	\$633	\$599	\$551
4"	\$980	\$875	\$832	\$726
5"	\$1,199	\$1,118	\$1,066	\$925

* All Classified Ads are 2.25" in width

2012 ADVERTISING SPACE DEADLINE AND ARTWORK DUE DATE		
ISSUE	AD CLOSE	MATERIAL DUE
January/February	11/29/11	12/2/11
Systems Integrator Dir.	12/31/11	1/4/12
March/April	1/27/12	2/2/12
Off Highway Dir.	2/27/12	3/1/12
May/June	3/30/12	4/2/12
July/August	5/28/12	5/31/12
Manufacturers Dir.	6/29/12	7/2/12
September/October	7/30/12	8/2/12
Tech Dir.	8/29/12	8/31/12
November/December	9/28/12	10/2/12

FILE SPECIFICATIONS

SPECS AND MECHANICAL INFORMATION

	WIDTH	HEIGHT
Full Page	8"	10"
Full Page (Bleed)*	9.25"	11.125"
2/3 Page (Vertical)	4.875"	10"
1/2 Page (Vertical)	4.875"	7.5"
1/2 Page (Horizontal)	7.625"	4.875"
1/3 Page (Vertical)	2.5"	10"
1/3 Page (Square)	4.875"	4.875"
1/4 Page	3.75"	4.875"

*Magazine Trim Size: 9 x 10.875 (width x height)
 All live matter must be 0.125" from trim
 Bleeds should extend 0.125" on all sides

COLOR AND RESOLUTION

All colors appearing in your ad must be built from process colors CMYK or Grayscale. Innovative Designs and Publishing will make reasonable efforts to match color specifications. However, it does not guarantee color reproduction to be exact and will not rebate or adjust except where reproduction clearly diminishes its utility or effectiveness. Color is not an exact science and can appear differently in other publications due to difference in printers and paper stock.

HOW TO SEND YOUR MATERIALS

If artwork is under 20MB, e-mail it to art@fluidpowerjournal.com.

Otherwise, go to this link:

http://www.fluidpowerjournal.com/html/submit_art.html.

Follow the instructions. Email art@fluidpowerjournal.com letting us know you've submitted the file and where to locate it.

If you have further questions or concerns, please call the production department at 610-923-8000, ext. 8111.