

# Ad Specifications

## Dimensions

	Width	Height
<b>Trim Size</b>	<b>8.325"</b>	<b>10.875"</b>
<b>Full Page (no bleed)</b>	<b>7.5"</b>	<b>10.5"</b>
<b>Full Page (bleed)</b>	<b>8.625"</b>	<b>11.125"</b>
<b>Live Area</b>	<b>7.5"</b>	<b>10.5"</b>
<b>1/2 Page Horizontal</b>	<b>7.5"</b>	<b>4.875"</b>
<b>1/2 Page Vertical</b>	<b>3.75"</b>	<b>10.75"</b>
<b>1/4 Page Horizontal</b>	<b>7.5"</b>	<b>2.5"</b>
<b>1/4 Page Vertical</b>	<b>3.75"</b>	<b>4.875"</b>
<b>Web Site Banner</b>	<b>468 pixels</b>	<b>60 pixels</b>

## Electronic Files

Ads can be sent via CD or e-mail. We request that you send a high-resolution PDF (.pdf) and a Tiff (.tif) file. A 4-color ad should be saved at 300 dpi or higher if you have small text in your ad. The file also should be saved in CMYK. Grayscale format files should be saved at 300-600 dpi. Please include a color proof with the file in order to help ensure accuracy. This is not for color matching purposes.

Visit [www.petersonpublications.com](http://www.petersonpublications.com) for more detailed instructions.

## General Regulations

As used in this section entitled "Terms & Conditions," the term "Publisher" shall refer to *InsideFinishing* magazine.

1. Terms: Payment due upon receipt of invoice.
2. Rate Change: All rates are subject to change with 30-day notice.
3. Positioning of advertisements is at the sole discretion of the Publisher. A request for specific positioning will be taken into consideration and honored whenever possible, but cannot be guaranteed.
4. Conditions other than rates are subject to change by the Publisher without notice.
5. No cancellations will be accepted after the closing date without incurring a special production charge.
6. All contents of advertisements are subject to Publisher's approval. Publisher reserves the right to reject or cancel any advertisement or space reservation at any time without notice.
7. Responsibility for ad changes is entirely up to the advertiser.
8. Publisher shall have the right to hold advertiser and/or its advertising agency jointly liable for such monies as are due and payable to the publisher for advertising which advertiser or its agents ordered and which advertising was published.
9. Publisher shall not be liable for any costs or damages if for any reason it fails to publish an advertisement. The Publisher's liability for any error will not exceed the cost of the space occupied by the error.
10. No conditions other than those set forth in this media/rate schedule shall be binding on the Publisher unless specifically agreed to in writing by the Publisher. Publisher will not be bound by conditions printed or appearing on order blanks or copy instructions which conflict with provisions in this media/rate kit.

**InsideFinishing - Published by Peterson Publications, Inc.**  
**2150 SW Westport Dr., Ste. 101 • Topeka, KS 66614**  
**785-271-5801 • Fax 785-271-6404**

# 2008 Editorial Calendar

February/March

- 2008 Buyers Guide Issue (FREE listing with display advertising)
- Feature on 2008 Lifetime Achievement Award Recipient
- Technology Focus on Trends in Coatings
- Q&A on Emerging Foil Technologies and Brand Identity
- Special Feature on Going 'Green' in the Print Finishing Industry

**Closing Date: February 6, 2008**  
**Materials Due: February 20, 2008**  
**Publication Date: March 1, 2008**

**Bonus Distribution**

PrintFest 2008, March 28-29,  
Anaheim, Calif.  
2008 FSEA National Convention,  
April 10-12, Scottsdale, Ariz.

May/June

- Highlights of the 2007 FSEA Gold Leaf Award Winners
- Special Rotary Foil & Embossing Supplement Issue
- Latest Innovations and Trends in Rotary Applications
- Show Preview on Labelexpo Americas 2008
- Q&A on Diecutting Trends
- Technology Focus on Difficult to Stamp Surfaces

**Closing Date: May 7, 2008**  
**Materials Due: May 21, 2008**  
**Publication Date: June 1, 2008**

**Bonus Distribution**

Labelexpo Americas 2008,  
September 8-11, Chicago, Ill.  
Graph Expo 2008, October 26-29,  
Chicago, Ill.

August/September

- Literature Spotlight Issue (special advertising section)
- Show Preview on Graph Expo 2008
- Technology Focus on Embossing Makeready Technique
- Q&A on Film Laminating
- Special Feature on Trends in Package Design

**Closing Date: August 6, 2008**  
**Materials Due: August 20, 2008**  
**Publication Date: September 1, 2008**

**Bonus Distribution**

HBA 2008, September 9-11,  
New York, N.Y.  
Graph Expo 2008,  
October 26-29, Chicago, Ill.

November/December

- Technology Focus on Litho Laminating
- Q&A on Folding-gluing
- Industry Report on OSHA Compliance within the Workplace
- Special Feature on Developments in Plastics Foil Stamping and Diecutting

**Closing Date: November 5, 2008**  
**Materials Due: November 19, 2008**  
**Publication Date: December 1, 2008**

**Bonus Distribution**

Graphics of the Americas 2009  
Miami Beach, Fla.

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# 2008 Advertising Rates

*Per Issue*

## Cover Rates

Four-color Full Page Only	FSEA Member		Non-member	
	2x	4x	2x	4x
Back Cover	\$1,700	\$1,600	\$1,900	\$1,800
Inside Front	\$1,550	\$1,450	\$1,750	\$1,650
Inside Back	\$1,500	\$1,400	\$1,700	\$1,800

## B/W Rates

	FSEA Member		Non-member	
	2x	4x	2x	4x
Full Page	\$1,150	\$1,050	\$1,350	\$1,250
1/2 Page	\$900	\$825	\$1,100	\$1,025
1/4 Page	\$700	\$650	\$900	\$850

## Color Rates

	FSEA Member		Non-member	
	2x	4x	2x	4x
Full Page	\$1,400	\$1,300	\$1,600	\$1,500
1/2 Page	\$1,150	\$1,075	\$1,350	\$1,275
1/4 Page	\$950	\$900	\$1,150	\$1,100

## Inserts

FSEA Member Rate - \$1,200  
 Non-member Rate - \$1,400  
 Please contact the production office at 785-271-5801 for insert specifications and shipping information.

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# Online Opportunities

Beyond the actual pages of the magazine, *InsideFinishing* offers several online marketing opportunities to connect with customers and prospects, thereby achieving maximum impact for your advertising dollar.

## **InsideFinishing E-Forum**

Between each quarterly *InsideFinishing* issue, Peterson Publications will be distributing an e-newsletter to the *InsideFinishing* e-mail list called *InsideFinishing E-Forum*. This consists of over 2,000 e-mails from the 6,000 mailing list and the Foil Stamping & Embossing Association (FSEA) member list. Beginning in 2008, each quarterly E-Forum can be sponsored by up to three non-competing advertisers.

This package will include a sponsor logo and text information on your product/service as well as a Product Highlight on the E-Forum with a direct link to your site.

## **Price Per Sponsorship: \$600 per E-Forum**

This is on a first come, first serve basis. So do not delay on your sponsorship. This also will be offered to current *InsideFinishing* advertisers only at this rate.

## **Banner Ads**

*InsideFinishing* also is offering banner ads on the Foil Stamping & Embossing Association and *InsideFinishing* web sites and a listing under the specific product/services offered with both having a direct link to your site. In addition, all advertisers on the FSEA/*InsideFinishing* web site will receive leads from the site via e-mail from visitors who indicate an interest in a specific product/service.

Banner Ad and Product Listing: \$250 per quarter (with print advertising contract, 120 pixels x 240 pixels)

Banner Ad and Product Listing: \$550 per quarter (without print advertising contract)



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# Readership / Circulation

*InsideFinishing* has a targeted circulation of 6,000 graphic finishing decision makers. These include graphic finishers, folding carton companies, label manufacturers, greeting card manufacturers, and commercial printers with finishing/bindery operations.

Also, there are continuous bonus distribution opportunities for *InsideFinishing* with the various graphic arts and converting tradeshow throughout the year, including the FSEA National Convention and Graph Expo 2008. In addition, the May/June issue of *InsideFinishing* will include a special rotary foil & embossing supplement and will be mailed to 1,000 label manufacturers over and above the normal circulation.



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# **INSIDE FINISHING**

## Advertising Order Form

Company: \_\_\_\_\_

Name: \_\_\_\_\_

Title: \_\_\_\_\_

Address: \_\_\_\_\_

City/State/Zip: \_\_\_\_\_

Telephone Number: \_\_\_\_\_ Fax: \_\_\_\_\_

Signature: \_\_\_\_\_ Date: \_\_\_\_\_

E-mail: \_\_\_\_\_

Please reserve my space for a \_\_\_\_ page advertisement at the \_\_\_\_ x rate.

AD COST \_\_\_\_\_

COLOR CHARGE \_\_\_\_\_

TOTAL AD COST \_\_\_\_\_

Please reserve space in the following 2008 issues:

February/March (Publishes March 1)

August/September (Publishes September 1)

May/June (Publishes June 1)

November/December (Publishes December 1)

Advertiser will be invoiced for each quarterly insertion. Payment is due upon receipt of invoice. If payment is not received within 30 days of billing date, advertising space will not be held.

Please fax this form as soon as possible to reserve your space in the next issue of *InsideFinishing*. The back cover, inside front cover, and inside back cover will be available on a first come, first serve basis. Other advertisements will also be limited to total numbers, so please do not wait to respond.

Fax this form to:



## **(785) 271-6404**

*InsideFinishing* is published by Peterson Publications, Inc.  
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