

# Ad Specifications

## Dimensions

	Width	Height
Trim Size	8.325"	10.875"
Full Page (no bleed)	7.5"	10.5"
Full Page (bleed)	8.625"	11.125"
Live Area	7.5"	10.5"
1/2 Page Horizontal	7.5"	4.875"

## Electronic Files

1/2 Page Vertical	3.75"	10.75"
1/4 Page Horizontal	7.5"	2.5"
1/4 Page Vertical	3.75"	4.875"
Web Site Banner	468 pixels	60 pixels

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 for 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 that conflict with provisions in this media/rate kit.

# 2009 Editorial Calendar

February/March

- 2009 Buyers Guide (FREE listing with display advertising)
- Technology Feature on New Print Decorating Techniques
- Q&A on Diecutting
- Special Report on Finishing Opportunities with Digital Printing
- Show Preview of IADD•FSEA Odyssey

**Closing Date: February 4, 2009**  
**Materials Due: February 18, 2009**  
**Publication Date: March 1, 2009**

#### Bonus Distribution

IADD•FSEA Odyssey, May 6-8,  
Atlanta, Ga.  
PrintSynergy 09, May 7-9,  
Atlanta, Ga.  
On Demand, March 31- April 2,  
Philadelphia, Pa.

May/June

- Highlights of the 2008 FSEA Gold Leaf Award Winners
- Special Rotary Foil & Embossing Supplement
- Latest Innovations and Trends in Rotary Applications
- Technology Feature on Hot Foil v. Cold Foil
- Q&A on Laser Cutting

**Closing Date: May 6, 2009**  
**Materials Due: May 20, 2009**  
**Publication Date: June 1, 2009**

#### Bonus Distribution

PRINT 09, Sept. 11-16,  
Chicago, Ill.

August/September

- Literature Spotlight (special advertising section)
- Show Preview on PRINT 09
- Technology Feature on Folding/Gluing
- Q&A on Embossing and Diecutting in One Pass
- Industry Report on Green Initiatives

**Closing Date: August 3, 2009**  
**Materials Due: August 11, 2009**  
**Publication Date: August 25, 2009**

#### Bonus Distribution

PRINT 09, Sept. 11-16,  
Chicago, Ill.  
HBA 2009, Sept. 15-17,  
New York, N.Y.

November/December

- Technology Feature on UV Coatings
- Show Preview on Graphics of the Americas 2010
- Q&A on Foil Stamping/Embossing Challenges
- Industry Update on OSHA Compliance
- Special Report on Lean Practices

**Closing Date: November 4, 2009**  
**Materials Due: November 18, 2009**  
**Publication Date: December 1, 2009**

#### Bonus Distribution

Graphics of the Americas 2010,  
Feb. 26-28, Miami Beach, Fla.

InsideFinishing - Published by Peterson Publications, Inc.  
2150 SW Westport Dr., Ste. 101 • Topeka, KS 66614  
785-271-5801 • Fax 785-271-6404 • [www.fsea.com](http://www.fsea.com)

# 2009 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 distributes 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. Each quarterly E-Forum can be sponsored by up to two non-competing advertisers.

This package includes 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-served basis; so do not delay on your sponsorship. This 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)

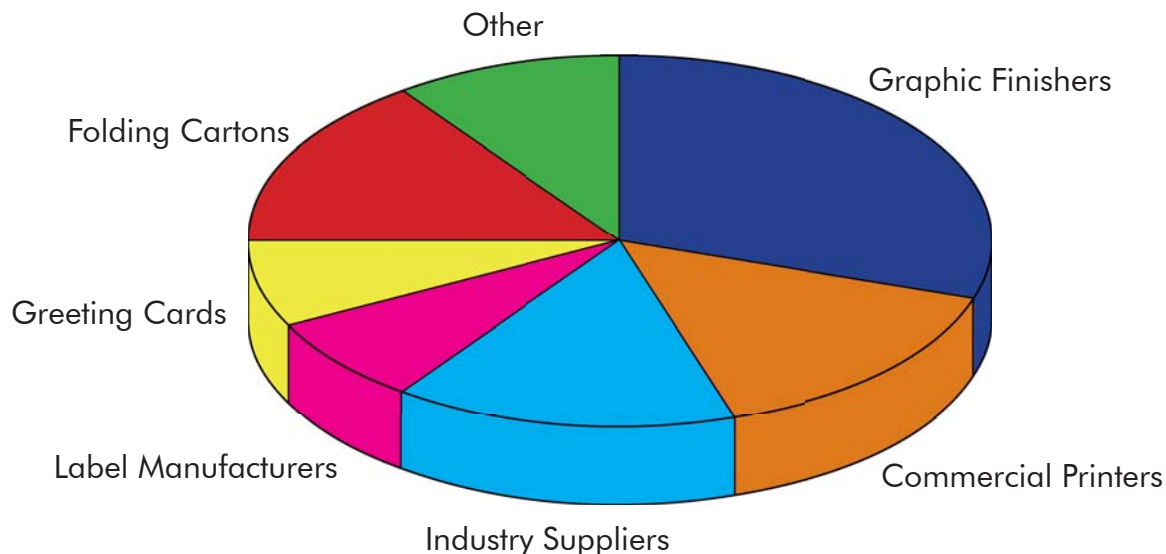


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# Readership/Circulation

*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 Graphics of the Americas, the IADD•FSEA Odyssey, and PRINT 09. 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 2009 issues:

February/March (Publishes March 1)

August/September (Publishes August 25)

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 *The Binding Edge*. The back cover, inside front cover, and inside back cover will be available on a first-come, first-served basis. Other advertisements also will be limited to total numbers, so please do not wait to respond.

Fax this form to:

# **INSIDE FINISHING**

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

*InsideFinishing* is published by Peterson Publications, Inc.  
2150 SW Westport Drive, Suite 101 • Topeka, KS 66614  
Managing Editor: Jeff Peterson, [jeff@petersonpublications.com](mailto:jeff@petersonpublications.com)  
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# Online Advertising Order Form

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

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

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

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

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

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

Fax: \_\_\_\_\_

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

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

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

Please reserve my space for a banner advertisement on the FSEA/InsideFinishing web site:

- \$250/Quarter with print ad
- \$550/Quarter without print ad
- \_\_\_\_\_ February/March
- \_\_\_\_\_ May/June
- \_\_\_\_\_ August/September
- \_\_\_\_\_ November/December

Sponsorship of quarterly E-forum:

- \$600/Quarter
- \_\_\_\_\_ 1st Edition
- \_\_\_\_\_ 2nd Edition
- \_\_\_\_\_ 3rd Edition
- \_\_\_\_\_ 4th Edition

\$ \_\_\_\_\_ TOTAL

FAX BACK TO:



**(785) 271-6404**

**Banner Ad Specifications:**

120 x 240 pixels  
JPG, GIF, or PNG format

**E-Forum Specifications:**

560 x 150 pixels  
JPG, GIF, or PNG format

**Business Category:**

- Coating/Laminating Equipment
- Cold Stamping Foils
- Computer Software
- Decorative Glitter
- Diecutting Presses
- Die Manufacturing
- Equipment & Supplies
- Financial Services
- Finishers
- Folding/Gluing Equipment
- Hot Stamping and Embossing Dies
- Hot Stamping Foils
- Hot Stamping Chases
- Hot Stamping Presses
- Makeready Supplies
- Mounting & Laminating Equipment
- Other

URL \_\_\_\_\_

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