
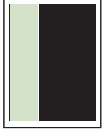






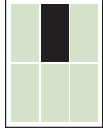
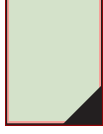

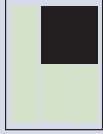


Print: Material Specifications

Print Magazine Sizes

The following rates are just basic guidelines. We offer extensive frequency and package discounts (up to 50% savings) to advertisers who order multiple print ads or who combine print advertising with an online or email campaign. Contact Dave Friedman, dave@powertransmission.com for a custom quotation that meets your specific marketing goals.

ADVERTISEMENT	SIZE		RATE
Full Page (Bleed)	8" x 10 ³ / ₄ " (+1/8" bleed) 203 x 273 mm		\$3,650
Two-Thirds Page	4 ³ / ₄ " x 9 ³ / ₄ " 120.5 x 247.5 mm		\$2,750
Half-Page Island	4 ³ / ₄ " x 7 ¹ / ₄ " 120.5 x 184 mm		\$2,350
Half-Page Horizontal	7 ¹ / ₄ " x 4 ³ / ₄ " 184 x 120.5 mm		\$1,950
Half-Page Vertical	3 ¹ / ₂ " x 9 ³ / ₄ " 89 x 247.5 mm		\$1,950
One-Third Square	4 ³ / ₄ " x 4 ³ / ₄ " 120.5 x 120.5 mm		\$1,450
One-Third Vertical	2 ¹ / ₄ " x 9 ³ / ₄ " 57 x 247.5 mm		\$1,450

ADVERTISEMENT	SIZE		RATE
Quarter Page	3 ¹ / ₂ " x 4 ³ / ₄ " 89 x 120.5 mm		\$1,050
Engineering sMart ads One-Sixth (sMart Ad)	2 ¹ / ₄ " x 4 ³ / ₄ " 57 x 120.5 mm		\$495
NEW! Cover Corner (To Supplement Your Display Ad)	3 ¹ / ₄ " x 3 ¹ / ₄ " triangle (+1/8" bleed) 82.5 x 82.5 mm		\$2,000
Engineering Showcase – Every Issue	Full Page \$1,990 Half Page \$995		
IMTS / Hannover Messe USA Showstopper (1/3 vertical) AUGUST ONLY	2 ¹ / ₄ " x 9 ¹ / ₂ " 57 x 241 mm		\$795 (see special promo)
IMTS / Hannover Messe USA Showstopper (1/3 square) AUGUST ONLY	4 ³ / ₄ " x 4 ¹ / ₂ " 120.5 x 114 mm		\$795 (see special promo)
Buyers Guide Splash Ad – DECEMBER ONLY	2 ¹ / ₄ " x 1 ¹ / ₂ " 57 x 38 mm		\$195 (see special promo)

Magazine Specifications

Power Transmission Engineering is printed on a web offset press using 106# Ultra Gloss cover stock and 50# text stock, then finished with a UV coating and saddle stitched.

File Formats

Press Quality PDFs are preferred. We also accept high-resolution JPEG, TIF, EPS or native artwork files from the Adobe Creative Suite (Photoshop, Illustrator or InDesign). If sending native files, please package fonts and images as well.

File Setup

The ad file as well as all elements must have an effective resolution of at least 300 dpi, placed into the file at 100% and use a CMYK color space. Full-page ads and spread ads must include bleed with 12pt offset crop marks. All live material should be kept inside a .375" border (safe zone) and also a 1" safe zone in the gutter for spread ads.

Color

All ads must be CMYK; RGB and PMS colors are not acceptable. Due to the nature of the printing process and paper stock, color may vary somewhat from preferred proofs.

Images

All images must be in CMYK or gray scale mode at 300 dpi saved as JPEG, TIF or EPS.

Fonts

Optimum type legibility requires all text to be no smaller than 6 pt. Black text must be 100% black. Rich black is not recommended. Please include all fonts used in your layout.

Design Intervention

The design of an ad is an integral part of the style of Power Transmission Engineering. We reserve the final approval rights on design and photography used in all advertisements.

File Submission

Please submit camera-ready files to Dorothy Fiandaca, Advertising Materials Coordinator, at dee@randallpublications.com or upload your high-resolution PDF to <ftp://geartechnology.com> (contact us for login credentials).

Technical Questions

Contact David Ropinski, Art Director, dropinski@powertransmission.com, telephone (847) 437-6604.

For more information

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