

## MAXIMUM IMPACT MARKETING

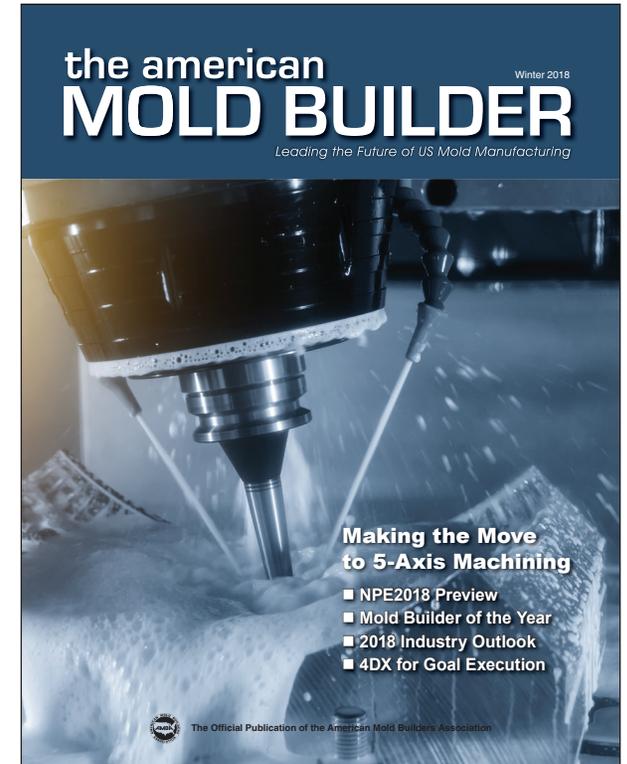
*The American Mold Builder* introduces a fresh approach to reporting on the latest market trends, technologies, products/services and AMBA news. With a quarterly print circulation of 5,000, *The American Mold Builder* continues to be one of the industry's leading sources for US moldmaking news and technologies.

Beyond the pages of the magazine, *The American Mold Builder* offers advertisers additional marketing opportunities to connect with customers and prospects, thereby achieving maximum impact for each advertising dollar.

## MARKETING OPPORTUNITIES

- **BONUS DISTRIBUTION.** Advertisers maximize their presence at industry tradeshows and AMBA events with bonus distribution throughout the year. See the editorial calendar for more information.
- **ADVERTISERS INDEX.** Advertisers are listed in a user-friendly index (in alphabetical order), including page number of ad(s) and website address for easy access.
- **PRESS COVERAGE.** Gain additional exposure through advertiser-specific news releases (as submitted) in both *The American Mold Builder* and online EBeat.
- **WEB DISTRIBUTION.** *The American Mold Builder's* digital version attracts nearly 3,000 hits annually – increasing the exposure received for the advertising dollar.

(For additional electronic marketing opportunities, see the EBeat and Website sections of this Media Kit.)



## RATES

### PRIME POSITIONS

### 4-Color Rates (Full page only)

	1x	4x
Back Cover	\$2,840	\$2,785
Inside Front Cover	\$2,635	\$2,595
Inside Back Cover	\$2,635	\$2,595

	4-Color Rates		2-Color Rates		B&W Rates	
	1x	4x	1x	4x	1x	4x
Full Page	\$2,035	\$2,005	\$1,875	\$1,820	\$1,510	\$1,480
1/2 Page (horizontal or vertical)	\$1,115	\$995	\$1,025	\$880	\$825	\$740
1/4 Page (horizontal or vertical)	\$665	\$585	\$620	\$525	\$490	\$430

AMBA Partners receive 15% discount on print advertising.

## PRINT SPECIFICATIONS

### DIMENSIONS

Web Offset, Saddlestitched. Trim Size: 8.375" x 10.875"

Size	Dimensions
Full Page (Bleed)	8.625" x 11.125" (Trim 8.375" x 10.875")
Full Page (Non-Bleed)	7.5" x 10"
1/2 Page (h.)	7.5" x 4.875"
1/2 Page (v.)	3.75" x 10"
1/4 Page (h.)	7.5" x 2.5"
1/4 Page (v.)	3.75" x 4.875"

## ADVERTISING SPECIFICATIONS

Required Formats:

- Please send ad as a PDF file saved at a minimum of 300 dpi. (All fonts should be embedded.) TIF files also are acceptable.
- Application files (Quark, PageMaker, Publisher, etc.) are NOT acceptable.
- Advertisements should be sent via email. Do not try to email files over 8MB.
- Web photos are generally 72 dpi and, therefore, are NOT acceptable for print.
- For full-page bleed ads, keep live matter 3/8" inside bleed on all four sides to allow for trimming and variation in flooding or binding.
- Files should NOT include crop marks, bleed marks, registration marks, or any printers marks.
- Grayscale format files should be saved at 300-600 dpi.
- 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 *The American Mold Builder*.

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.