

# METAL DECORATOR

## 2017 ADVERTISING RATE SHEET

### PUBLISHER / ADVERTISING

**The International Metal Decorators Association**

9574 Deereco Road • Timonium, Maryland 21093 USA  
 410-252-5205 • Fax: 410-628-8079 • [www.metaldecorators.org](http://www.metaldecorators.org)  
 E-mail: [info@metaldecorators.org](mailto:info@metaldecorators.org) • Contact: Michael Masenior

### GENERAL INFORMATION

The **INTERNATIONAL METAL DECORATOR** is published four times per year and is distributed to members of the International Metal Decorators Association and to metal decorating facilities throughout the world. The newsletter is a published educational tool designed to deliver detailed technical information, to improve efficiencies, to enhance job knowledge, to communicate membership information, and to advise the industry of educational seminars.

### PUBLICATION AD SUBMISSION DEADLINES

First Quarter Deadline: February 17, 2017  
 Second Quarter Deadline: April 14, 2017  
 Third Quarter Deadline: July 7, 2017  
 Fourth Quarter Deadline: October 6, 2017

### ADVERTISING RATES

Full Color, 4-Color Process (CMYK)

#### Frequency / Rate Per Issue

Page Size	1X	2X / 3X	4X
Full Page	850	800	750
1/2 Page	500	450	400
1/4 Page	400	350	300

The IMDA will invoice for advertising.  
 Please supply billing contact information.

### AD PREPARATION CHARGES

Artwork or typesetting requested by advertisers subject to additional charges – *ask for a quote.*

### ACCEPTANCE

All advertising is subject to publisher's acceptance. Advertiser agrees to indemnify and protect the publisher from loss or expense on claims based on advertising submitted.

### ARTWORK SPECIFICATIONS

Email artwork to [mollygraphics@windstream.net](mailto:mollygraphics@windstream.net) or send large files via Dropbox or Hightail FTP Sites.

#### File Preparation:

In order to ensure your files are print-ready, we recommend that you upload them in PDF format. When you generate a print-ready PDF, your computer will use the settings in Adobe Acrobat Distiller or any other PDF generating programs you may use. Please make sure that these are set properly before generating your PDF file.

If you are uploading PDF files created in Photoshop, please be sure all layers are flattened.

We also accept .EPS and .TIF (TIFF) file types, however, **PDF is the preferred format.**

Use a minimum resolution of 300 dpi for image files.

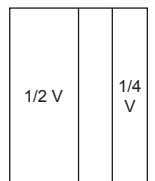
**Full Page Artwork** should have 1/8" (0.125") bleed extending past the trim line.

**Safe Area** is the 1/8" (0.125") area inside the trim line. **Do not** put critical information or images within the Safe Area.

### SIZE REQUIREMENTS



Size (Finished):	Width	Height
Full Page	8 1/4"	10 3/4"
1/2 Page Vertical	4 1/8"	10 3/4"
1/2 Page Horizontal	8 1/4"	4 3/4"
1/4 Page Vertical	2 1/8"	10 3/4"
1/4 Page Horizontal	4 1/8"	4 3/4"



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

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

Phone: \_\_\_\_\_

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

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

City: \_\_\_\_\_

State: \_\_\_\_\_ Zip: \_\_\_\_\_ Country: \_\_\_\_\_

Payment Enclosed (Mail to IMDA Address)  Please Invoice

To Pay by Credit Card, contact: Michael Masenior @ 410-252-5025

Send artwork to: [mollygraphics@windstream.net](mailto:mollygraphics@windstream.net)  
 or send large files via Dropbox or Hightail FTP Sites.

### Check Desired Issue and Ad Size ...

#### ISSUES TO RUN AD:

- ( ) Full Year
- ( ) First Quarter
- ( ) Second Quarter
- ( ) Third Quarter
- ( ) Fourth Quarter

Use same artwork for all issues ...

Yes  No

#### SIZE OF AD:

- ( ) 1/4 Page Horizontal
- ( ) 1/4 Page Vertical
- ( ) 1/2 Page Horizontal
- ( ) 1/2 Page Vertical
- ( ) Full Page