

INSERT REQUIREMENTS

Overall size—8" X 11-1/8". Trim size: 7-7/8" X 10-7/8".
Quantity required (no back-up)—consult Advertising Services Manager.
Closing Date—1st of month preceding date of issue. Maximum weight stock: #100.
Keep live matter 1/2 in. from the binding edge and 1/4 in. from top, bottom and side. Samples of insert stock should be submitted to publisher for approval.

MARKET SERVED

The foundry industry and related suppliers, SRDS-88, SC numbers 332 and 336.

PUBLISHER

The American Foundry Society, Inc.

RELEASE OF MATERIAL

Material cannot be released until two days after publication date. All material will be destroyed if not requested within 12 months after last use.

DISTRIBUTION

Second Class

MAILING AND SHIPPING INSTRUCTIONS

All insertion orders and materials must be sent directly to:
Rolf Petersen,
MODERN CASTING
1695 N. Penny Lane • Schaumburg, IL 60173-4555
800/537-4237 • 847/824-0181
FAX 847/824-7848

SUBSCRIPTION PRICES

\$50.00 per year U.S., Canada and Mexico; all other countries \$85.00 per year. Single copies: U.S. \$7.00, Foreign \$10.00. November Buyer's Guide: U.S. \$25.00, Foreign \$30.00

ELECTRONIC MEDIA

PROGRAMS & FORMATS WE CAN ACCEPT

PDF files preferred and properly prepared for press optimization with all cmyk art and fonts embedded.

MAC: Adobe Pagemaker 6.5 / Adobe Illustrator 9.1
Adobe Photoshop 6.0 / Adobe Acrobat 4.0
Mac format for photos, graphics, etc.:
EPS (cmyk); TIFF (cmyk)

PC: Adobe Pagemaker 6.5 / Adobe Acrobat 4.0
IBM formats for photo, graphics, etc.:
EPS (cmyk); TIF (cmyk); Postscript (.ps, .pm)

3.5" Diskettes, 100 MB Zip, 250 MB Zip, CD Rom

A color proof must be provided

Send to: Rolf Petersen
MODERN CASTING Magazine
1695 N. Penny Lane
Schaumburg, IL 60173-4555
(800) 537-4237 ext. 242
rpetersen@afsinc.org

ADVERTISING SALES REPRESENTATIVES

MIDWEST/WEST COAST/SOUTHEAST

Rolf Petersen
1695 N. Penny Lane, Schaumburg, IL 60173-4555
847/827-3623 • 800/537-4237 • FAX 847/824-7848
rpetersen@afsinc.org

EAST COAST/OHIO/INT'L

Joe Murphy
50 Canterbury Lane, Fairfield, CT 06825
203/254-9595 • FAX 203/259-4447
AdSales25@aol.com

MODERN
CASTING
A Publication of the American Foundry Society

www.moderncasting.com

800/537-4237

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THE Technology and Business Magazine
For the Metalcasting Industry

2008

Display Advertising Rates

Rate Card #61
Effective January 1, 2008

www.moderncasting.com

GENERAL RATE POLICY

- A. Rates are based on total number of insertions or pages made within a 12-month period. Advertising schedules composed of mixed space units are entitled to standard discounts. One-sixth page advertisements are acceptable rate holders.
- B. Invoices will be rendered the first of the month and are net 30 days. A 2% per month charge will be added to invoices held beyond 60 days.
- C. Advertisers will be rebated or short-rated if advertising insertion frequencies vary within the norms outlined in this rate card.
- D. A 4% discount is available for advance contract payment and applies to schedules of three or more insertions. Advance payment on single insertions is charged at full rate.
- E. Advertising agency commissions are 15%.
(No cash discount allowed)

GENERAL ACCEPTANCE POLICY

- A. Advertisers and advertising agencies assume liability for all content of advertisements.
- B. The publisher reserves the right to reject any advertising that does not conform to publication standards.

AD CLOSING

1st of month preceding date of issue.

STANDARD ADVERTISING RATES

The following rates are based on total space used within a 12-month period. They are applied to all new and existing contracts and schedules as of the January 2008 issue.

BLACK & WHITE ADVERTISING RATES

Space	1X	3X	6X	12X	18X	24X	30X	36X
1 Page	4800	4480	4280	3910	3580	3340	3190	2050
2/3	3640	3410	3220	2930	2690	2500	2380	2300
1/2 Isl	3150	2910	2820	2530	2340	2190	2060	1970
1/2	2670	2280	2390	2180	1970	1860	1770	1670
1/3	1900	1740	1640	1550	1420	1300	1210	1150
1/4	1500	1400	1300	1150	1060	1010	950	940
1/6	1060	950	920	810	710	630	570	550

COVERS — INCLUDES FOUR COLOR

	1X	6X	12X
2nd Cover	7160	7020	6890
3rd Cover	6900	6780	6630
4th Cover	7300	7170	7020

PRIME RATES — R.O.P.* INCLUDES FOUR COLOR

No. of Pages	4	6	8
Rate per page	3250	2710	2090
TOTAL COST	13,000	16,260	16,720

PRE-PRINTED SUPPLIED INSERTS*

No. of Pages	4	6	8
Rate per page	2170	2030	1890
TOTAL COST	8680	12,180	15,120

*Every 2 pages counts as one page toward frequency

Covers and special positions are noncancellable and are offered subject to prior sale. Present occupants have first right of refusal.

Gatefolds and other nonstandard units—rates and availability on request.

COLOR RATES

**Standard 4A or process colors	420
Matched colors	520
4-color process	940
4-color process-2 pg spread	1480
Metallic Colors	620

Inserts — Black and white space rates apply

Backups Noncommissionable

Backup-1st page	300
Backup-2nd page	220
Special Position	10%
Agency commission— No 2% cash discount	15%
***Advance contract payment	4%

**NOTE: Standard AAAA colors are Red, Blue, Green and Yellow. Orange is considered as a matched color and will be charged the matched color rate.

***NOTE: Applies to schedule of three or more insertions. Advance payment on single insertions is charged at full rate.

BUYER'S GUIDE ISSUE ADLETS NOVEMBER 2008 ISSUE

Adlets are available in either single or double units as follows:
Single Unit—2" wide X 1-1/2" deep
Double Unit—2" wide X 3" deep

No. of Adlets	2" Wide 1-1/2" Deep	2" Wide 3" Deep
1	\$340	\$460
2	320 ea	420 ea
3	310 ea	410 ea
4	300 ea	400 ea
5 or more	280 ea	390 ea

15% Agency commission if complete file is provided. No commission on adlets set by publisher. Add \$100 per ad for Red color.

MECHANICAL REQUIREMENTS

Display space can be used only in the following sizes.

	Wide Inches	Deep Inches	Wide Inches	Deep Inches
1 page	7	10		
2/3	4-1/2	10		
1/2	4-1/2	7-3/8 (island)		
1/2	7	4-7/8	3-3/8	10
1/3	4-1/2	4-7/8	2-1/8	10
1/4	7	2-3/8	3-3/8	4-7/8
1/6	2-1/8	4-7/8		

Bleed Pages—8" wide by 11-1/8" deep: Trims to 7-7/8" X 10-7/8". Keep live matter one-half inch from bind edge to allow for binding. Gutter spread bleed (each page) 7-1/2" X 10".

2/3 Page Bleed—5-1/4" wide by 11-1/8" deep. Trim to 5-1/8" X 10-7/8".

1/3 Page Bleed—2-7/8" wide by 11-1/8" deep. Trims to 2-3/4" X 10-7/8".

PRINTING REQUIREMENTS

Printing—Web Offset

Paper—38#

Offset Binding—Perfect

Screen—133 line