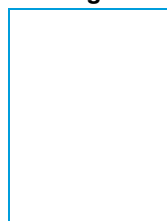


2015 Print Advertising Rates & Specifications

All rates are gross in U.S. dollars for full color advertisements. All measurements are width x height.
Rates for black and white, special colors (metallics), or special positions are available upon request.

Full Page

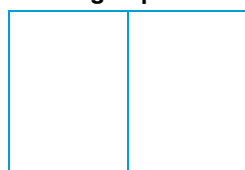


Insertions	Rate
1x	\$3,230
3x	\$3,126
6x	\$3,035

Mechanical Requirements:

Type Size: 7" x 10" (177.8 mm x 254 mm)
Trim: 8.25" x 11.125" (209.55 mm x 282.58 mm)
Bleed: 8.5" x 11.375" (215.9 mm x 288.93 mm)

Two Page Spread



Insertions	Rate
1x	\$6,037
3x	\$5,853
6x	\$5,651

Mechanical Requirements:

Trim: 16.5" x 11.125" (419.1 mm x 282.58 mm)
Bleed: 16.75" x 11.375" (425.45 mm x 288.93 mm)

Printing Process

Offset (sheet fed)

Binding

Perfect Bound or Saddle-Stitched

Max Density

320%

Trim

8.25" x 11.125" (209.5 mm x 282.58 mm)

Materials

Digital ads are requested in high res (300 dpi and 120 px/cm) pdf format with all fonts and high res CMYK images embedded.

Safety

Keep all live matter, not intended for trim, 1/4" from trim edges. (Non-bleed ads are listed at the maximum outside dimensions for that space.)

Gutter Safety for Spreads

Allow 1/4" on each side of gutter for 1/2" gutter safety.

Shipping

Please submit advertising materials by email:

- For files under 10 MB, send to: Ima@lightmetalage.com
- For files over 10 MB, please contact Ann Marie Fellom for details on how to access our FTP site.

Rates

Rates are gross and subject to 15% discount for conforming files.

Payment

Terms of payment is due within 30 days upon receipt of invoice and tearsheet or voucher copy. Checks drawn on a U.S. bank in U.S. dollars or an International Money Order payable directly to *Light Metal Age* are acceptable. (Banking details and info on credit card payments are provided separately.) Direct deposits or wire transfers require an additional \$25.00 to cover charges.

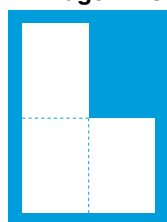
For any additional ad related questions, please contact:

Ann Marie Fellom
Tel: (650) 588-8832
email: amf@lightmetalage.com

Contracts may be cancelled up to but not after the ad material deadline has passed. Advertisers will be short rated, if they do not use the ad space contracted within a 12 month period.

Front covers are not sold. Rates for inside and back cover and other preferred positions are available upon request.

1/2 Page – Horizontal & Vertical



Insertions	Rate
1x	\$2,472
3x	\$2,374
6x	\$2,325

Mechanical Requirements:

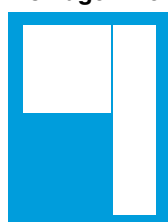
Horizontal

Type Size: 7" x 4.875" (177.8 mm x 123.83 mm)
Bleed: 8.5" x 5.625" (215.9 mm x 142.88 mm)

Vertical

Type Size: 3.4375" x 10" (87.31 mm x 254 mm)
Bleed: 4.1875" x 11.375" (106.36 mm x 288.93 mm)

1/3 Page – Vertical & Square



Insertions	Rate
1x	\$2,235
3x	\$2,160
6x	\$2,083

Mechanical Requirements:

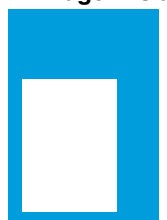
Vertical

Type Size: 2.25" x 10" (57.15 mm x 254 mm)
Bleed: 2.9722" x 11.375" (75.49 mm x 288.93 mm)

Square

Type Size: 4.625" x 4.875" (117.48 mm x 123.83 mm)

1/2 Page – Island



Insertions	Rate
1x	\$2,814
3x	\$2,723
6x	\$2,624

Mechanical Requirements:

Type Size: 4.625" x 7.5" (117.5 mm x 190.5 mm)

2/3 Page Vertical



Insertions	Rate
1x	\$3,022
3x	\$2,925
6x	\$2,824

Mechanical Requirements:

Type Size: 4.625" x 10" (117.48 mm x 254 mm)

1/4 Page



Insertions	Rate
1x	\$1,911
3x	\$1,891
6x	\$1,871

Mechanical Requirements:

Type Size: 3.375" x 4.875" (85.73 mm x 123.83 mm)

1/6 Page



Insertions	Rate
1x	\$1,784
3x	\$1,773
6x	\$1,744

Mechanical Requirements:

Type Size: 2.25" x 4.875" (57.15 mm x 123.83 mm)

Classifieds - Rates per Column Inch

Insertions	Rate
1x	\$122
3x	\$118
6x	\$110

Ad layout for classified ads is free of charge.

Inserts or Bellyband

Rates and mechanical requirements for inserts or bellyband ads are available upon request.