

# 2024 Print Advertising Rates & Specifications

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

## Full Page

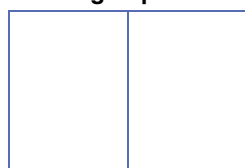


Insertions	Rate
1x .....	\$3,460
3x .....	\$3,350
6x .....	\$3,252

### Mechanical Requirements:

In Margin: 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



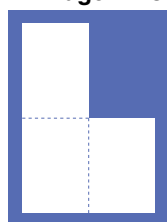
Insertions	Rate
1x .....	\$6,470
3x .....	\$6,274
6x .....	\$6,057

### 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)

**Average net circulation of 6,390 (including print and digital) to 48 countries.**

## 1/2 Page – Horizontal & Vertical



Insertions	Rate
1x .....	\$2,650
3x .....	\$2,545
6x .....	\$2,492

### Mechanical Requirements:

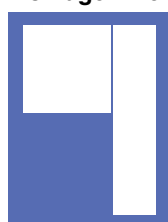
#### Horizontal

In Margin: 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

In Margin: 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, Horizontal, Square



Insertions	Rate
1x .....	\$2,395
3x .....	\$2,316
6x .....	\$2,233

### Mechanical Requirements:

#### Vertical

In Margin: 2.25" x 10" (57.15 mm x 254 mm)  
Bleed: 2.9722" x 11.375" (75.49 mm x 288.93 mm)

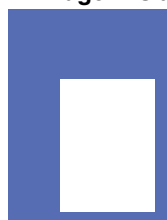
#### Horizontal

In Margin: 7" x 3.14" (177.8 mm x 79.75 mm)  
Bleed: 8.5" x 3.83" (215.9 mm x 97.25 mm)

#### Square

In Margin: 4.625" x 4.875" (117.48 mm x 123.83 mm)

## 1/2 Page – Island

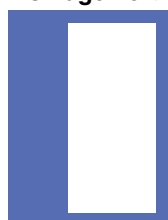


Insertions	Rate
1x .....	\$3,016
3x .....	\$2,918
6x .....	\$2,812

### Mechanical Requirements:

In Margin: 4.625" x 7.5" (117.5 mm x 190.5 mm)

## 2/3 Page Vertical



Insertions	Rate
1x .....	\$3,239
3x .....	\$3,135
6x .....	\$3,027

### Mechanical Requirements:

In Margin: 4.625" x 10" (117.48 mm x 254 mm)

## 1/4 Page



Insertions	Rate
1x .....	\$1,457
3x .....	\$1,248
6x .....	\$1,040

### Mechanical Requirements:

In Margin: 3.375" x 4.875" (85.73 mm x 123.83 mm)

## 1/6 Page



Insertions	Rate
1x .....	\$1,301
3x .....	\$1,092
6x .....	\$884

### Mechanical Requirements:

In Margin: 2.25" x 4.875" (57.15 mm x 123.83 mm)

## Classifieds - Rates per Column Inch

Insertions	Rate
1x .....	\$128
3x .....	\$124
6x .....	\$115

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.

## Trim

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

## Materials

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

## 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.) Allow 1/4" on each side of gutter for 1/2" gutter safety on 2 page spreads.

## Shipping

Please submit advertising materials by email:

- For files under 10 MB, send to: [Ima@lightmetalage.com](mailto:Ima@lightmetalage.com)
- For files over 10 MB, send us a link to download using Dropbox or a similar service.

## Ad Composition/Changes/Additions

A minimum rate of \$87.50 per half hour will be charged for all changes and additions. All changes subject to advertiser's approval.

## 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 unless otherwise agreed. 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 \$20.00 to cover charges.

Contracts may be canceled 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.

For any additional ad specification questions, please contact:

Eric Westlund  
email: [eric@lightmetalage.com](mailto:eric@lightmetalage.com)