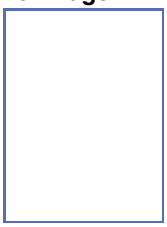
2027 Print Advertising Rates & Specifications

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.

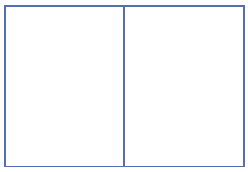
Full Page



Insertions	Rate
1x	$3,564
3x	$3,451
6x	$3,350

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)

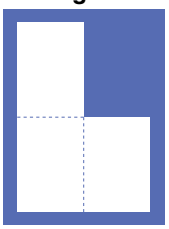
Two Page Spread



Insertions	Rate
1x	$6,664
3x	$6,462
6x	$6,239

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)

1/2 Page – Horizontal & Vertical

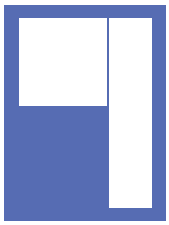


Insertions	Rate
1x	$2,730
3x	$2,621
6x	$2,567

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



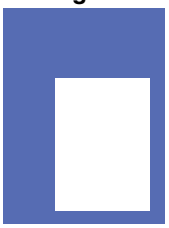
Insertions	Rate
1x	$2,467
3x	$2,385
6x	$2,300

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)

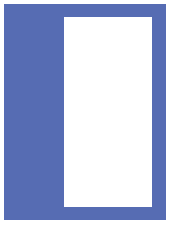
1/2 Page – Island



Insertions	Rate
1x	$3,106
3x	$3,006
6x	$2,896

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

2/3 Page Vertical



Insertions	Rate
1x	$3,336
3x	$3,229
6x	$3,118

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

1/4 Page



Insertions	Rate
1x	$1,501
3x	$1,285
6x	$1,071

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

1/6 Page



Insertions	Rate
1x	$1,340
3x	$1,125
6x	$911

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

Classifieds - Rates per Column Inch

Insertions	Rate
1x	$132
3x	$128
6x	$118

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.

Average net circulation of 6,680 (including print and digital) to 48 countries.

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.

File Delivery
Please submit advertising materials by email:
• For files under 10 MB, send to: lma@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 are payment is due within 30 days upon receipt of invoice and tearsheet, PDF issue, 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 space deadline has passed. Advertisers will be short rated, 15% of the remaining contract, 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