

2009 Advertising Rates

ALL PRICES ARE NET TO STRUCTURAL MOVERS

1/8" BLEED

**Covers 2, 3 & 4
4-Color Full Page Ad
(Bleed Permitted)**

PAGE TRIM SIZE:
51p wide × 66p high
(8.5" × 11")

BLEED SIZE:
52p6 wide × 67p6 high
(8.75" × 11.25")

All type must be at least 1/4" from the trim.

Inside Front Cover: \$450.

Inside Back Cover: \$450.

Back Cover: \$500.

**Full Page Ad
(Non Bleed)**

PAGE TRIM SIZE:
51p wide × 66p high
(8.5" × 11")

AD SIZE:
44p wide × 59p high
(7.333" × 9.833")

4-Color Ad: \$400.

B&W Ad: \$300.

Half-Page — Horizontal

AD SIZE:
44p wide × 29p high
(7.333" × 4.833")

4-Color: \$300.

B&W: \$250.

All rates are for IASM members. Non-member rates are \$150 additional for each category.

Rates are based on placement four times annually. Rates for ads placed less than four times annually are \$100 for each ad above the four times rates.

AD MATERIALS:

- Media: CD ROM
- Submit a digital content proof (Color or B&W) which represents the final digital file.
- Include an Insertion Order and a Media/Production Contact with all ad materials.

DIGITAL AD REQUIREMENTS:

Structural Mover magazine only accepts Press Quality PDF files.

- Use only Postscript Type 1 Fonts (no TrueType fonts).
- Make sure all high-resolution images are included and fonts are embedded.
- Images must be 300 dpi SWOP (CMYK or Grayscale) TIFF or EPS. No RGB or JPEG images.

NOTE: To prevent unexpected results:

- Do **not** export InDesign files to PDF.
- Do **not** use the Save As PDF feature in Illustrator.

You must create a Postscript file first and then use Distiller to create a PDF.

Send materials to:

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**International Association
of Structural Movers**