

Today's Industrial Products & Solutions

The Complete Purchasing Guide for Today's Industrial Market

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 **SAPIENT**
AUTOMATION

20
MEDIA GUIDE
12



► Mission

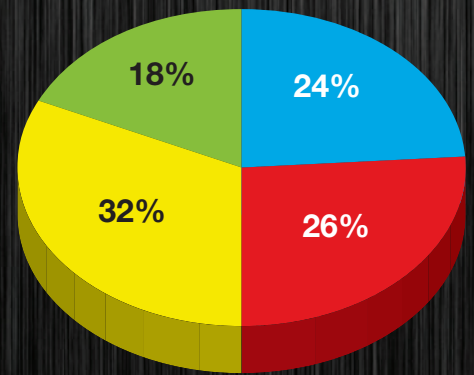
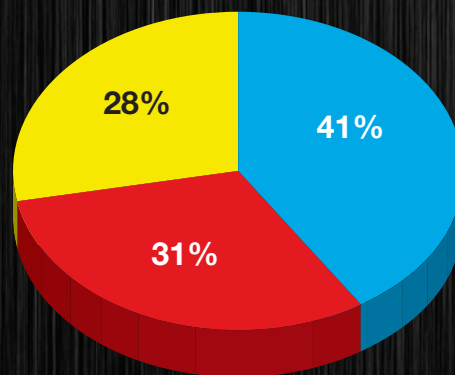
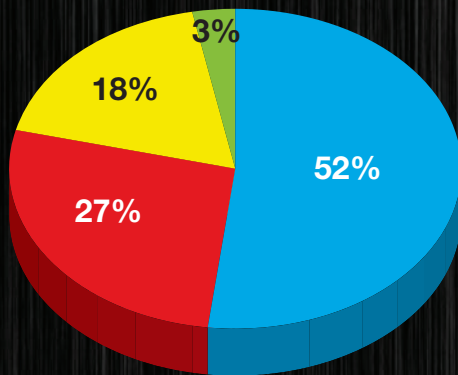
The mission of *Today's Industrial Products & Solutions™* is to provide the latest products and industry information for Managers of Fabricating Shops, Machine Shops, Distribution Centers, Manufacturing Facilities, and Machinery Repair and Rebuilding Facilities. We will strive to provide products and information to help them run their businesses safer and more efficiently. In every issue, we will provide the latest products and solutions for the industrial market.

► Readership Profile

Today's Industrial Products & Solutions™ is distributed Digitally and in Print to over 50,000 top level executives and buyers of industrial products and machines throughout the year. *Today's Industrial Products & Solutions™* is also distributed at 6 major industrial, fabricating, machinery and metal working, and material handling trade shows each year.

Readership Breakdown

TITLE		TYPE OF WORK DONE		COMPANY SIZE	
Company Executive	52%	Fabricating Only	41%	500 Employees	24%
Middle to Upper Management	27%	Metal Working Only	31%	250-499 Employees	26%
Production Engineer	18%	Other	28%	100-249 Employees	32%
Other	3%			1-99 Employees	18%
<i>(R&D, Engineering, Quality, Sales & Purchasing)</i>					



2012 Editorial Calendar

Issue	Product Focus	Product Showcase	Job Shop	Bonus Distribution	Artwork Deadline
January	Material Handling	Products in Review	Cutting Tools	Modex Atlanta, GA February 6-9	12/5/11
March	Tube & Pipe	Welding	Safety Education	Westec Los Angeles, CA March 2-29 Canadian Mfg. Week & Welding Expo Toronto, Canada March 20-22 Wind Power Expo Atlanta, GA June 3-6	1/30/12
Industrial Buyer's Guide	—	—	—	—	5/21/12
September	Welding	Lubricant/ Filtering	Water Jet Cutting	IMTS Chicago, IL September 10-15	7/30/12
November	Automation/ CNC/Nesting	Material Handling	Plasma Technology	Fabtech Las Vegas, NV November 11-13	10/22/12

**Editorial is subject to change.*

ALL PRESS RELEASES AND EDITORIAL CONTENT SHOULD BE SENT IN A WORD DOCUMENT AND ACCOMPANYING IMAGES SHOULD BE AT LEAST 300 DPI.

► **Today's Industrial Products & Solutions™ will be exhibiting at the following industry trade shows:**

- Modex
- Westec
- Canadian Mfg. Week & Welding Expo
- Wind Power Expo
- IMTS
- Fabtech

We will have a booth and distribute magazines at these trade shows. Call us about the special show promotions that we offer. 1-866-981-4511

Pricing

AD SIZE	1x	3x	6x	12x
Full Page	\$2750	\$2500	\$2375	\$2200
1/2 Island	\$1850	\$1725	\$1600	\$1500
1/2 Page	\$1575	\$1450	\$1275	\$1100
1/3 Page	\$1325	\$1250	\$1100	\$ 990
1/4 Page	\$1075	\$ 950	\$ 875	\$ 800
2-Page Spread	\$5100	\$4800	\$4500	\$4200
Inside Front	\$3200	\$3000	\$2800	\$2600
Inside Back	\$2900	\$2750	\$2600	\$2450
Back Cover	\$3400	\$3150	\$3000	\$2800
Web Banner (<i>top of page</i>)	\$1500 a month			
Web Banner (<i>bottom of page</i>)	\$1200 a month			
Web Button	\$ 350 a month			

Specifications On Policies, Rates and Dates

TERMS:

All invoices are due upon receipt and are considered late after 30 days. A 5% late charge will be applied monthly on overdue invoices. Agency commission of 15% applies to recognized agencies, provided accounts are settled within 30 days of invoice date. Pre-paid cash discounts of 2% apply to those invoices that include multiple insertions. All unpaid invoices will be turned over to our collection agency after 105 days of invoice date.

SHORT-RATES:

In the event advertisers do not complete contracted schedules, they will be required to pay the difference between the original contracted price and the frequency rate for actual number of ads that were published.

RATE INCREASES:

Rates are not subject to change for companies with an existing contract regardless of circulation increases or paper cost increases.

LIABILITY:

Publisher is not liable for all content (including editorial and illustrations provided by an advertiser or agency) of advertisements and editorials published and does not accept responsibility for any claims made against the publisher. It is the advertiser's or agency's responsibility to obtain appropriate releases on any item or individuals pictured in an advertisement or editorial. Reproduction of *Today's Industrial Products & Solutions*™ in whole or in part without prior written permission from the publisher is prohibited.

DISCOUNTS:

Frequency discounts apply to insertions that are placed in advance and must be completed according to the terms of the contract agreed upon by the advertiser and publisher.

INSERTS:

All inserts and special advertisement prices are available upon request.

DATES:

Call for deadlines on advertising closings, editorial deadlines and advertising material deadlines.

Mechanical Specifications

Trim Size:

8" x 10.5"

1/2 Page Horizontal:

7" x 4.75"

Full Page Live Area:

7.5" x 10"

1/3 Page Vertical:

2.125" x 9.625"

Bleed:

8.25" x 10.75"

1/3 Page Square:

4.5" x 4.75"

2 Page Spread Bleed:

16.25" x 10.75"

1/4 Page Vertical:

3.5" x 4.75"

1/2 Page Vertical:

3.5" x 9.625"

1/6 Page Vertical:

2.125" x 4.75"

1/2 Page Island:

4.5" x 7.25"

1/8 Page Horizontal:

3.5" x 2.25"

Ad Material Specifications

- **DIGITAL AD FILES** - PDF files with PDF/X1-a format option are preferred with images and fonts embedded. Native files can be sent in Quark Xpress, Adobe Illustrator, Photoshop or InDesign. Please supply all fonts, images and artwork with ads supplied in these applications. All supplied material should be in CMYK color space and have fonts embedded in all graphics.

- **FILE FORMATS NOT ACCEPTED** - We do not accept ads built in Microsoft Word, Microsoft Publisher, PowerPoint or Corel Draw.

- **AD SUBMISSION** - Material may be received on CD, DVD, e-mail or FTP site (Call for user name and password).

- **COLOR PROOF** - D&G Media Group, Inc. requires a high-resolution color proof of supplied ads to guarantee ad reproduction. This applies even on uploaded materials. If you do not supply this proof we cannot guarantee ad reproduction.

Send Artwork to:



Today's Industrial Products & Solutions
 2070 Valleydale Rd.
 Building 2, Suite 6
 Hoover, Alabama 35244
 Toll Free: 866.981.4511
 Ph: 205.733.1341 fax: 205.733.1344
 www.tipsmag.net • glen@tipsmag.net

H&F Media Group, Inc. Publication
 2070 Valleydale Rd., Building 2, Suite 6
 Hoover, Alabama 35244