

Today's

Industrial Products & Solutions

The Complete Purchasing Guide for Today's Industrial Market

www.sipsonag.net

2022

Media
Guide



Reach Out

Today's Industrial Products & Solutions™ contacts 160,000 companies nationwide. Sent digitally each month to the readers computer or phone allowing it to be accessed at any time. It is sent to top level executives and middle management of manufacturing plants, industrial facilities, and job shops. *Today's Industrial Products & Solutions™* features editorial content about the products that will make employees more efficient, productive, and safer on the job.

Connect

Today's Industrial Products & Solutions™ will provide product reviews, in-depth editorial on new products and innovations, safety articles, and editorial focusing on green manufacturing.

Readership Breakdown

Today's Industrial Products & Solutions™ is sent to 160,000 companies digitally; with pass on readership reaching 300,000.

| | |
|---------------------------|--------|
| 500 Employees and up..... | 30,771 |
| 250 to 499 Employees..... | 30,420 |
| 150 to 249 Employees..... | 30,721 |
| 25 to 149 Employees..... | 27,982 |

2021-2022 Editorial Calendar

| Issue: | Product Spotlight: | Safety Zone: | Need to Know: | Material Deadline: |
|---------------|---------------------------------|----------------------------|--------------------------|--------------------|
| June '21 | Cutting Tools | Gloves • Locks | Press Brakes | May 25, 2021 |
| August '21 | Grinding & Polishing | Foot Wear • Eye Protection | Pipe & Tube Bending | July 7, 2021 |
| September '21 | Pipe & Tube Cutting | Welding Safety | Welding • Gears | August 5, 2021 |
| October '21 | Saws & Blades | Arc Flash Safety | CNC | September 5, 2021 |
| November '21 | Lubricants • Drills • Boring | Ergonomics | Abrasives & Grinding | October 5, 2021 |
| January '22 | Drilling & Hand Tools | Lighting • Locks | Clamps • Welding | December 5, 2021 |
| February '22 | Yearly Buyer's Guide | | | January 5, 2022 |
| March '22 | 2021 Awards Issue | | | February 5, 2022 |
| April '22 | Cutting Tools | Cut Safety | Laser & Waterjet Cutting | March 5, 2022 |
| May '22 | Pipe & Tube Cutting/ Bending | Gloves • Eye Protection | Press Brakes | April 5, 2022 |
| June '22 | Welding & Hand Tools | Tag Out • Lock Out | CNC | May 5, 2022 |
| August '22 | Cutting Tools | Insurance • Security | Gears | June 25, 2022 |
| September '22 | Press Brakes | On the Job Safety | Saws | August 5, 2022 |
| October '22 | Drilling & Hand Tools | Clothing | Clamps • Vices • Tables | September 5, 2022 |
| November '22 | Laser • Oxyfuel • Plasma | Eye Protection | Press Brakes | October 5, 2022 |

Ad Specifications

Trim Size: 8" x 10.5"
1/3 Page Vertical: 2.125" x 9.625"

Full Page Live Area: 7.5" x 10"
1/3 Page Square: 4.5" x 4.75"

Bleed: 8.25" x 10.75"
1/2 Page Vertical: 3.5" x 9.625"

2 Page Spread Bleed: 16.25" x 10.75"
1/2 Page Horizontal: 7" x 4.75"

1/4 Page Vertical: 3.5" x 4.75"
1/2 Page Island: 4.5" x 7.25"

Banner: 468x60 px
Button: 144x100 px

Pricing:

| Ad Size | 1x | 3x | 6x |
|---------------------|--------|--------|--------|
| Full Page | \$2200 | \$1800 | \$1599 |
| 1/2 Page | \$1400 | \$1200 | \$900 |
| 1/3 Page | \$1200 | \$1000 | \$750 |
| Web Banner | \$1500 | \$1200 | \$1000 |
| Web Button | \$800 | \$600 | \$400 |
| E-Blast Sponsorship | \$2000 | | |
| E-Blast Banner | \$1500 | \$1200 | \$1000 |
| E-Blast Button | \$800 | \$600 | \$400 |
| Website- Video | \$1000 | \$900 | \$800 |

- **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 artwork and type should be prepared in CMYK & high resolution (**300+ dpi**)

- **AD SUBMISSION** - Material may be received by e-mail, CD or DVD.

- **COLOR PROOF** - H&F 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.

- **INSERTS:** All inserts and special advertisement prices are available upon request.

Additional Instruction:

- All advertisements must be received in an approved digital format to be considered camera-ready. When no acceptable artwork or copy is furnished to publisher by the deadline for the requested issue, publisher reserves the right to repeat the most recent approved advertisement. If publisher is within its sole determination unable to produce any advertisement due to the type, style or color advertiser has called for, publisher may make alterations to such advertisement in type, style or color publisher deems appropriate without advertiser's approval. Publisher is not liable to advertiser for any error, problem or mistake related to publisher's production.

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

- Complimentary web button/ banner design does not include flash buttons/ banners. Flash button and banner designs are subject to \$65 per hour fee.

- Topics Subject to Change

- **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.

- **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.

- **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.