



IADD DIRECTORY ADS GIVE YOU VISIBILITY:

Your ad appears both **online** and **in print!**

Reserve by February 1

The IADD Membership and Resource Directory is used throughout the industry by your colleagues and other potential customers to identify products, resources, and expertise in our industry.

This is an excellent opportunity to showcase your company's products and services to your existing and potential customers.

IADD members get even more for your ad budget: **your ads in the online directory will also appear in the printed directory** distributed to all IADD members.

For many companies, the Directory has become both a reference tool and a buyer's guide—your ad should be included in this important industry publication.

ADVERTISING RATES AND POLICIES

Advertisements may be submitted in color or in black and white. For the online directory, all ads will appear as provided. For the printed directory, color ads will be converted to black and white. **Special Print Placements** require a full-page ad to be provided along with the ad for the online directory.

Rates (USD)	Patron		Non-
	Member	Member	Member
Online (5" x 3.75")	\$ 1,141	\$ 999	\$ 1,748

Special Print Placements:

Back Cover	1,964	1,722	3,012
Inside Front Cover	1,922	1,679	2,938
Inside Back Cover	1,847	1,615	2,825
Full Page or Insert	1,305	1,141	1,997

If more than one company requests advertising space for inside covers and/or back cover, patron members will receive preference; final selection will be made by blind lottery.

Terms: Net 10 days from date of invoice with credit approval. Rates are non-commissionable.

Subscription

Thousands of people review the online directory annually. The print directory is mailed to all IADD members and selected others. Note: members may opt out of receiving a printed directory. Anticipated circulation: 850.

General

A. **Acceptance of copy** is subject to publisher's approval. Advertising is accepted with the understanding that the advertiser or his/her agency agrees to indemnify the publisher against any expenses or claims resulting from the unauthorized use of any name, photograph, copyrighted material or patented article in said advertiser's advertisement.

B. **Right to refuse:** The publisher reserves the right to refuse any advertisement that in his/her opinion is unethical, makes extravagant claims, misrepresents, is unfair or harmful to other advertisers, violates postal or U.S. currency regulations or is unsatisfactory to him/her personally.

C. **Contact information:** Email advertising@iadd.org. Phone 1-815-455-7519. Fax 1-815-455-7510.

AD DEADLINES

Order closing is February 1, 2023. Material closing is February 8, 2023.

MECHANICAL SPECIFICATIONS

Size	Width x Depth
Online	5 x 3.75
<i>Special Print Placements</i>	5 x 7.5

Digital File Submissions: The preferred method of submitting advertising art electronically is digital ready PDF files. A digital-ready file means the PDF must be at least version 1.4, with a resolution of 2400 dpi in a CMYK color format. Please use automatic (JPEG) compression with bicubic downsampling of anything above 1800 ppi to 1200 ppi. If you submit an RGB file, the pdf will have to be opened and converted to CMYK, which may cause color changes. Please embed all fonts with no subsets of fonts. If there is black text, please make sure it is 100%K (black) with no cyan, magenta, or yellow.

All graphic files should have a resolution of 240 to 350dpi. Web or screen graphics have a resolution of 72dpi and are not suitable for high quality printing. Four-color graphics should be CMYK format. Mono color graphics should be grayscale.

Files may be sent by email to advertising@iadd.org. If the file is too large to email (over 2Mb), it may be uploaded using the following link:

<http://uploads.iadd.org>

The password to upload files is "definitive" (without quotes, all lower case).

AD SHAPES



INSERTION ORDER FORM

Please reserve advertising space in IADD's 2023 Membership & Resource Directory.

ADVERTISER

Company Name _____

Contact _____

Phone _____ Email _____

AGENCY

Name _____

Phone _____ Email _____

Invoices to be sent to _____

DISPLAY ADVERTISING

Title of Ad _____ Price _____

For online ad, check:

- Converting Specialties
 Cutting Dies

- Diecutting Equipment
 Diecutting Supplies

- Diemaking Equipment & Supplies
 Diemaking/Diecutting Services

Special Print Placement: Full Page or Insert Back Cover* Inside Front Cover* Inside Back Cover*

** Unless otherwise noted by advertiser, it is assumed any ads not selected for covers are authorized for insertion as a standard full page ad within the body of the Directory.*

EMAIL FORM TO: advertising@iadd.org