THE CUTTING EDGE

"Your Definitive Industry Resource" SM

2027 ADVERTISING RATES

The Cutting Edge is *the* technical journal and trade magazine dedicated to diecutters, diemakers and their suppliers. Published monthly (12 times a year), each issue is packed with in-depth technical information, current trends, sales and management tips, safety training and industry news.

ADVERTISING RATES AND POLICIES

Rates (USD)

Color rates for standard display units. Rates are based on the total number of units used within a twelve-month contract period.

	1x	6x	12x
1 Page[1]	$ 1653	$ 1488	$ 1322
1/2 Page	990	893	795
1/4 Page	662	599	529
1/8 Page	332	296	265
Back Cover[2]	2149	1934	1720
Inside Front Cover	2066	1857	1653
Inside Back Cover	1982	1782	1589
1 Page Insert[3]	1851	1666	1482
2 Page Advertorial[4]	3306	2977	2643
Classified[4]	128	–	–

IADD Member Discount Rates

	1x	6x	12x
1 Page[1]	$ 1290	$ 1163	$ 1033
1/2 Page	773	697	620
1/4 Page	516	468	412
1/8 Page	258	232	207
Back Cover[2]	1679	1511	1342
Inside Front Cover	1614	1450	1290
Inside Back Cover	1547	1392	1240
1 Page Insert[3]	1446	1302	1158
2 Page Advertorial[4]	2581	2325	2065
Classified[4]	103	–	–

[1] Bleeds available at no extra charge (see specs p. 2).

[2] Back cover ad must bleed (see specs p. 2).

[3] Inserts must be furnished completely ready and able to bind in.

[4] Contact for specs and availability. Classifieds are only for advertising used equipment. Job postings are not permitted in any advertising.

Commission and Terms

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

Subscription

The Cutting Edge is mailed 12 times per year to paid subscribers and free to members of the IADD and selected industry members. Circulation: 1,500+

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. ***Email instructions:*** Electronic files should be emailed to: advertising@iadd.org. Ad Sales Office: Phone 1-815-455-7519; Fax 1-815-455-7510.

D. ***Rate adjustments:*** If within the contract year more or fewer units are used than contracted, the rate will be adjusted to reflect the actual number of units used.

E. ***Rate policy:*** Orders are accepted subject to change in rates from publisher. Contracts may be cancelled at the time the new rates become effective without incurring a short-rate adjustment.

F. ***Changes of copy:*** Not guaranteed after scheduled closing dates. Cancellations cannot be accepted after scheduled closing dates.

MECHANICAL SPECIFICATIONS

Size	Width x Depth
1 Page bleed	8.75" x 11.25"
1 Page	7.5" x 9.375"
1/2 Page horizontal	7.5" x 5"
1/2 Page vertical	3.67" x 9.375"
1/2 Page island	4.5" x 6.75"
1/4 Page vertical	3.67" x 5"
1/4 Page horizontal	4.5" x 3.25"
1/8 Page banner	7.5" x 1.125"
1/8 Page horizontal	3.67" x 2.25"

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 a 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. If there are bleeds on your printed piece (required for cover ads; option for full page ads), the PDF must have the bleed included in the size. Bleed is any print that goes off the edge of the page. A minimum of .125" bleed past the page trim size is needed. For example, on an 8.5" x 11" with bleeds, the pdf would be 8.75" x 11.25".

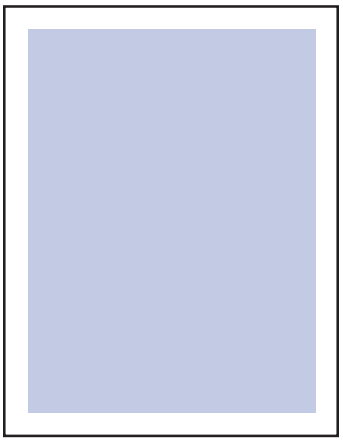
All graphic files should have a resolution of 240 to 350 DPI. Web or screen graphics have a resolution of 72 DPI and are not suitable for high quality printing. Four-color graphics should be CMYK format. Mono color graphics should be grayscale.

Files may be sent by email to advertising@iadd.org. If the file is too large to email (over 2MB), it may be provided through use of a file sharing service like Dropbox, SharePoint, etc.

PUBLICATION SCHEDULE

Order closing is the 15th of the third month preceding each issue. Material closing is the 20th of the third month preceding each issue. Target delivery date is the 15th of the month immediately preceding the issue (e.g., for January issue, order closing is October 15, material closing is October 20, target delivery date is December 15).

AD SHAPES

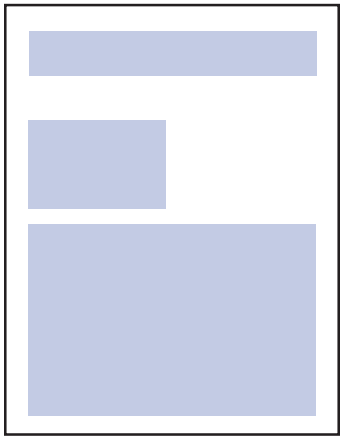


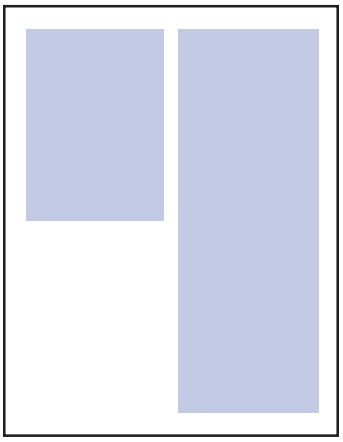
1 Page

Banner
1/8 Page

Horizontal
1/8 Page

Horizontal
1/2 Page



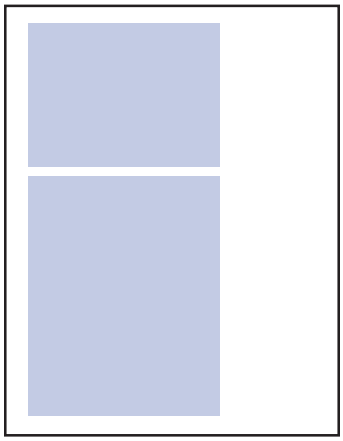


Vertical
1/4 Page

Vertical
1/2 Page

Horizontal
1/4 Page

Island
1/2 Page



INSERTION ORDER FORM

Date _____

Circle appropriate 2027 issues in which insertions should appear. *Target delivery dates are the 15th of the month before.* *(target delivery date of each issue is in red)*:

January *(Dec 15th)*	February *(Jan 15th)*	March *(Feb 15th)*	April *(Mar 15th)*
May *(Feb 15th)*	June *(May 15th)*	July *(June 15th)*	August *(July 15th)*
September *(Aug 15th)*	October *(Sep 15th)*	November *(Oct 15th)*	December *(Nov 15h)*

ADVERTISER

Name _____

Address _____

Phone _____ Fax _____

Contact Name _____ Email _____

AGENCY (if used)

Name _____

Address _____

Phone _____ Fax _____ Email _____

INVOICES TO BE SENT TO _____

INQUIRIES TO BE SENT TO _____

DISPLAY ADVERTISING

Size of Space _____ Shape (H, V, Is.) _____ Cover (circle one) Yes No

Title of Ad _____

Material Information (circle one) New Repeat

Repeat of: Month _____ Year _____ Page _____

Price per ad _____

PHONE: 1-815-455-7519 • EMAIL: advertising@iadd.org