

*Ornamental & Miscellaneous Metal*

# Fabricator



# 2014 Media Kit

Reach 8,000 fabricators in  
the ornamental and  
miscellaneous metalworking  
industry.



**Published by the National Ornamental  
& Miscellaneous Metals Association**  
*Serving the industry since 1959*

# rates

Rate Card # 37 • Effective January 1, 2014

Page Size	1X		3X		6X	
	B/W	4C	B/W	4C	B/W	4C
Full	1385	1590	1315	1520	1245	1450
2/3	1020	1260	950	1210	885	1130
1/2	920	1165	860	1150	790	1035
1/3	665	940	620	900	580	860
1/4	510	810	465	760	430	735
1/6	350	670	320	630	295	610

Extra charge for premium placement (see back pg.)

## Discounts

**Agency** - 15% off gross rate for recognized agencies.

**Membership** - 6% off gross rate for NOMMA supplier members.

**Early Payment** - 2% discount off gross rate is allowed if payment is received within 15 days of invoice date. (Discounts on space only for invoices paid within 30 days.)

## Charges

**2-Color** - Add \$100    **Matched/Metallic Colors** - Add \$200

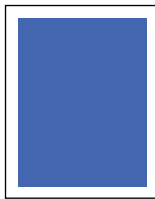
**Bleeds:** Free!

**Ad creation and changes:** \$75/hr, billed by tenth of hour.

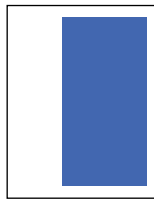
# sizes



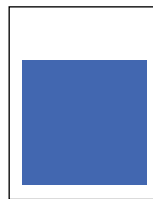
**Full Bleed**  
Width 8 1/2" x  
Depth: 11 1/8"



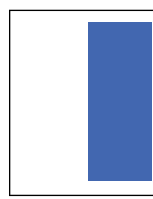
**Full**  
Width 7" x  
Depth: 9 5/8"



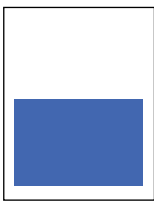
**2/3 Vertical**  
Width 4 1/2" x  
Depth: 9 5/8"



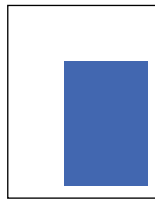
**2/3 Horizontal Square**  
Width 7" x  
Depth: 7"



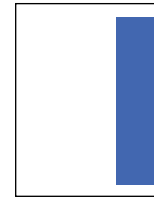
**1/2 Vertical Tall**  
Width 3 1/2" x  
Depth: 9 3/4"



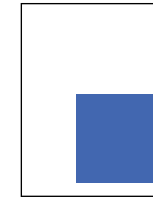
**1/2 Horizontal**  
Width 7" x  
Depth: 4 7/8"



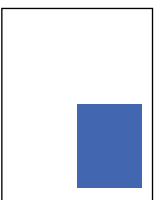
**Half Vertical Island**  
Width 4 1/2" x  
Depth: 7 1/4"



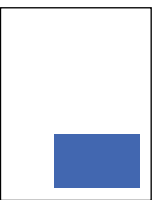
**1/3 Vertical**  
Width 2 1/8" x  
Depth: 9 5/8"



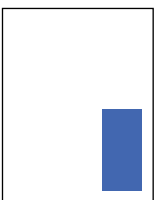
**1/3 Horizontal Square**  
Width 4 1/2" x  
Depth: 4 7/8"



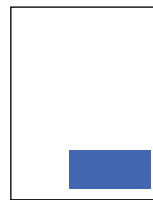
**1/4 Vertical**  
Width 3 3/8" x  
Depth: 4 7/8"



**1/4 Horizontal**  
Width 4 1/2" x  
Depth: 3 3/8"



**1/6 Vertical**  
Width 2 1/8" x  
Depth: 4 7/8"



**1/6 Horizontal**  
Width 4 1/2" x  
Depth: 2 3/8"

## Page Specs

**Trim Size**  
8 1/4" x 10 7/8"

**Bleed Size**  
8 1/2" x 11 1/8"

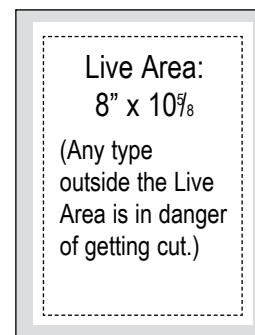
**Live Area**  
8" x 10 5/8"  
(No live copy outside this area.)

## Ad Size

## Dimension

Full Bleed	8 1/2" x 11 1/8"
Full Page	7" x 9 5/8"
2/3 Vert.	4 1/2" x 9 5/8"
2/3 Horiz.	7" x 7"
1/2 Vert. Tall	3 1/2" x 9 3/4"
1/2 Vert.	4 1/2" x 7 1/4"
1/2 Horiz.	7" x 4 7/8"
1/3 Horiz.	4 1/2" x 4 7/8"
1/3 Vert.	2 1/8" x 9 5/8"
1/4 Vert.	3 3/8" x 4 7/8"
1/4 Horiz.	4 1/2" x 3 3/8"
1/6 Vert.	2 1/8" x 4 7/8"
1/6 Horiz.	4 1/2" x 2 3/8"

**Trim Size:**  
8 1/4" x 10 7/8"  
(The exact size of the page)



**Bleed Size:**  
8 1/2" x 11 1/8"  
(A full bleed should be slightly larger than the TRIM SIZE.)

**Send all advertising materials to:** [fabricator@nomma.org](mailto:fabricator@nomma.org)  
**Send all editorial to:** [todd@nomma.org](mailto:todd@nomma.org) • **FTP:** Call or email first • **Surface address:** Fabricator, 805 South Glynn St., Ste. 127, #311, Fayetteville, GA 30214 • **Questions?** Sherry Theien ([stheien@att.net](mailto:stheien@att.net), 815-282-6000).



# schedule

## 2014

Cover	Jan/Feb	Mar/Apr	May/June	Jul/Aug	Sep/Oct	Nov/Dec	Buyer's Guide
<b>Closing Date</b>	Nov. 29	Jan. 24	Mar. 28	May 23	Jul. 25	Sep. 26	Nov. 30
<b>Editorial Calendar</b>	Hand Tools & AutoCAD	Stair railing fabrication	Gate fabrication/ gate operators	Finishing & Forging	Welding & Cutting systems	Fencing & Tube/pipe fabrication	The NOMMA Buyer's Guide is published in December. It is sent to all members and sold to the industry.
<b>Bonus Circulation</b>	METALfab 2014 St. Louis, MO		ABANA 2014 Harrington, DE		AWS/ FabTech 2014 Atlanta, GA	AFA FenceTech 2015 Orlando, FL	

Every issue of *O&MM Fabricator* also includes articles on design, fabrication, finishing, and installation.

# production

## Advertising Materials

All ads should be submitted as a press-quality PDF (CMYK with fonts embedded).

Preferred format: PDF/1Xa

*Other accepted formats:*

QuarkXpress (include all fonts and graphics)

InDesign (include all fonts and graphics)

Photoshop

Illustrator

TIF (text is slightly degraded)

EPS

JPG (with correct resolution - 266 dpi)

*Formats NOT accepted:*

Microsoft Word • Microsoft PowerPoint

Microsoft Publisher

## Image Resolution Notice

Preferred image resolution: 266 - 300 dpi

Note that we frequently receive ads that contain artwork pulled from websites. These lower resolution images (72 dpi) will result in degraded quality.

## Match Proofs

While the vast majority of PDF ads reproduce just fine, we CANNOT GUARANTEE a color match unless a proof is provided. Ads submitted without a proof are not entitled to a credit for color issues.

**Printing:** Web Fed

**Binding:** Perfect Bound

# circulation

## Editorial Statement:

*O&MM Fabricator* is specifically targeted to the owners and managers of ornamental and miscellaneous metal fabrication shops. Articles cover fabrication techniques, member spotlights, job profiles, business issues, trends, and industry news. The magazine's goal is to help fabricators improve their business by publishing articles that educate, inform, and inspire.

## Circulation and Distribution:

**Circulation:** 8,000

Ninety-nine percent of circulation is domestic. Approximately 90 percent of the magazines are distributed to metal fabrication firms and about 10 percent go to industry suppliers. Sworn circulation statements are provided to Standard Rate & Data Service (SRDS).

## Delivery Breakdown:

About 7,500 issues are mailed bulk. The remaining 500 magazines are distributed via supplier showrooms, chapter meetings, and special events (AFA, METALfab, blacksmithing events, blacksmithing schools, etc).

## Frequency:

*O&MM Fabricator* comes out the 15th of every other month. The magazine is mailed bulk rate from Hanover, NH.

## Comp Magazines:

All advertisers and their agencies automatically receive a complimentary subscription.

# terms & details

## Short Rates & Rebates

Advertisers failing to use (within a 12-month period) the amount of space on which rate was billed will be short rated to the appropriate rate for space actually used. Use of additional space (beyond that on which rate was billed) within a 12-month period will earn a rebate to the appropriate lower rate.

## Rate Protection

Rates are guaranteed for the duration of the contract.

## Position Premiums (Cover Rates)

Advertisers may contract for inside front, inside back and outside back cover when available.

Inside Front: Add \$250      Page Three: Add \$200  
Inside Back: Add \$200      Center Page: Add \$200  
Outside Back: Add \$300

Any other space will be guaranteed for a 5 percent premium. *Grandfather Clause:* Advertisers who hold a premium or guaranteed position have "first rights" to keep the position when their contract expires.

## Agency Commissions

Commission of 15 percent to recognized agencies on space only provided account is paid within 30 days of invoice date. No commission allowed on current billings until all past due amounts are paid. Agencies not recognized on accounts 90 days or more past due. No commission allowed on production charges.

## Notes to Agencies

Agencies that claim the 15 percent agency discount but provide ads that are NOT completely camera-ready will be charged at hourly production rate. If an agency specifies that client is to be billed directly, then the client must sign the contract or else provide a signed letter agreeing to such an arrangement.

## Payments

Payment due within 30 days of invoice date. A 2 percent discount is allowed if payment is received within 15 days of invoice date. Past due accounts of 60 days or more shall accrue interest at the rate of 1.5 percent per month or 18 percent per annum. Advertising will be discontinued on accounts 60 days or more past due. Advance payment is required on accounts with an unsatisfactory credit history. Advertiser shall be liable for collection / legal fees incurred by the publisher in collection of past due accounts.

## Publisher's Protection Clause

Advertisers/agencies assume liability for content of advertisements as well as any claim arising there from made against publisher. Publisher will reject advertising that is not in keeping with *Fabricator's* standards. Advertisements are accepted on the basis that the product/service is properly described, is available as advertised and will be sold at the price and conditions as stated. The word "advertisement" is to be included on all editorial advertisements.

## Advisory Council

Editorial is kept on track with the help of an Advisory Council made up of respected industry leaders.

## Inserts

Standard 2-page insert will be billed at B/W Full-Page, 1X ad rate + cost of insertion (\$400). An advance sample of the insert is requested to make sure it is standard. Price does not include printing of insert.

## Outserts

NOMMA's outserts (loose pieces included with *Fabricator* magazine) program is available to existing advertisers only. Prices below do not include printing:

2-Sided Outsert = B/W Full-Page 1X Rate + \$400  
4-Sided Outsert = B/W Full-Page 1X Rate + \$600  
6-Sided Outsert = B/W Full-Page 1X Rate + \$800  
8-Sided Outsert = B/W Full-Page 1X Rate + \$1,000

## Classified Ads

Classified Ads are no longer available in *O&MM Fabricator*. However, you are welcome to place a free ad on our online forums. To place your ad, visit the NOMMA website ([www.nomma.org](http://www.nomma.org)) and click on "Career Center."

## Publisher

*Ornamental and Miscellaneous Metal Fabricator* is the official flagship publication of the National Ornamental and Miscellaneous Metals Association (NOMMA) organized in 1958.

## Key Personnel

Executive Dir. & Editor: Todd Daniel ([todd@nomma.org](mailto:todd@nomma.org))  
Managing Editor: Robin Sherman ([nomma-editor@bellsouth.net](mailto:nomma-editor@bellsouth.net))  
Sales Director: Sherry Theien ([stheien@att.net](mailto:stheien@att.net))  
Circulation: Liz Johnson ([liz@nomma.org](mailto:liz@nomma.org))

## Contact Information

Send ad materials to:

*O&MM Fabricator*  
805 South Glynn St., Ste. 127, #311  
Fayetteville, GA 30214  
Ph: (888) 516-8585, ext. 104  
Fax: (888) 516-8585  
E-mail: [fabricator@nomma.org](mailto:fabricator@nomma.org)

## Other Marketing Opportunities

### Online Advertising

Positions are available on the NOMMA home page and in the online Buyer's Guide section.

### NOMMA Buyer's Guide

Enjoy year-round shelf life by advertising in your Buyer's Guide.

### METALfab Exhibitor

Reach ornamental and miscellaneous fabricators from around the country — exhibit in the annual METALfab trade show.

### METALfab Sponsorship

Receive added exposure at METALfab by becoming a sponsor.

### Foundation Supporter

Support the NOMMA Education Foundation, which is dedicated to providing education and research services for the industry.

For more information on the above opportunities, contact: [fabricator@nomma.org](mailto:fabricator@nomma.org) or call 888-516-8585, ext. 101.



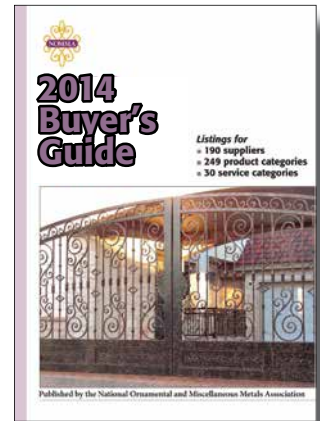


# NOMMA Buyer's Guide

## Advertise in the 2014 NOMMA Buyer's Guide

**Deadline: November 30, 2013**

**To advertise in the Buyer's Guide please fill out the form below. The directory, which is designed for day-to-day shop use, is mailed to all NOMMA members and is sold to the industry.**



**Deadline: Nov 30**

### Rates

Size	1X	
	B/W	4C
Full	1210	1410
2/3	860	1100
1/2	770	1005
1/3	560	835
1/4	420	715
1/6	285	595

### Premium Positions

Inside Front: Add \$200  
 Inside Back: Add \$150  
 Outside Back: Add \$250 (SOLD)  
 Page Three: Add \$150  
 Center Page: Add \$150

*Reservation for cover rates is based on first-come, first serve basis with receipt of signed contract.*

**Discounts: 15% agency, 6% NOMMA member.**

*For 2-color ads and typesetting services, please call for prices.*

### Ad Size

### Dimensions

Full Bleed	8½" x 11⅛"
Full Page	7" x 9⅝"
2/3 Vert.	4½" x 9⅝"
2/3 Horiz.	7" x 7"
1/2 Vert. Tall	3½" x 9¾"
1/2 Vert.	4½" x 7¼"
1/2 Horiz.	7" x 4⅞"
1/3 Horiz.	4½" x 4⅞"
1/4 Vert.	3⅞" x 4⅞"
1/4 Horiz.	4½" x 3⅞"
1/6 Vert.	2⅝" x 4⅞"
1/6 Horiz.	4½" x 2⅝"

*Sizes and production specs are the same as Fabricator magazine. Refer to the Fabricator media kit for details.*

### Additional Benefits:

Receive a "See Our Ad On Page ??" next to each listing.

Receive an additional listing that includes your website in the Ad Index.

**Other NOMMA marketing opportunities:  
 Advertise in O&MM Fabricator • Exhibit at METALfab • Become a Nationwide Supplier Member**

**Yes!** Please reserve my ad space for the **NOMMA Buyer's Guide**.

### COMPANY INFORMATION:

Contact: \_\_\_\_\_

Company: \_\_\_\_\_

Address: \_\_\_\_\_

City/State/ZIP: \_\_\_\_\_

Phone: \_\_\_\_\_

Fax: \_\_\_\_\_

Email: \_\_\_\_\_

Signature: \_\_\_\_\_ Date: \_\_\_\_\_

*I request that you run advertising at the prices shown.*

*Please Circle as Needed*

### Ad Size:

Full 2/3 1/2 1/3 1/4 1/6

### Dimension:

Horizontal Vertical

### Color:

B&W 4-Color

Print Rate: \$ \_\_\_\_\_

Discounts *(include all that apply)*

15% Agency Discount: \$ \_\_\_\_\_

6% Member Discount: \$ \_\_\_\_\_

TOTAL: \$ \_\_\_\_\_

Send completed form with payment to: NOMMA • 805 South Glynn St., Ste. 127 #311 • Fayetteville, GA 30214 • Phone and fax: (888) 516-8585 • Email: stheien@att.net