

# Mechanical Specifications

**Trim Size:** 8.13 in. wide x 10.88 in. high (20.65 cm wide x 27.64 cm high)\*

**Binding Method:** Saddle Stitched

**Stock:** Inside – 60 lb. Gloss No. 2 (Covers – 100 lb. Gloss No. 1)

**Available Colors:** Four-color process, black & white. All colors should be built in CMYK. No spot (Pantone) colors. Please convert RGB graphics yourself. When converted to CMYK, colors may tend to shift, and you can adjust them at this time.

**Resolution:** Please provide graphics with a minimum of 300 dpi. We cannot guarantee the quality of the image with anything lower.

**Preferred Material for Digital Output:** Ads need to be sent on PC-formatted computer disk, be in the correct file format for output. Please send ad files in PDF or EPS format only.

When saving as a PDF, save as high-resolution or press-optimized. If you must send a file format other than those listed above, please make sure to include all fonts used to create the document. This includes the printer/screen suitcase. If a substitute font is available, it may cause the document to reflow. You may also convert all type to paths/outlines.

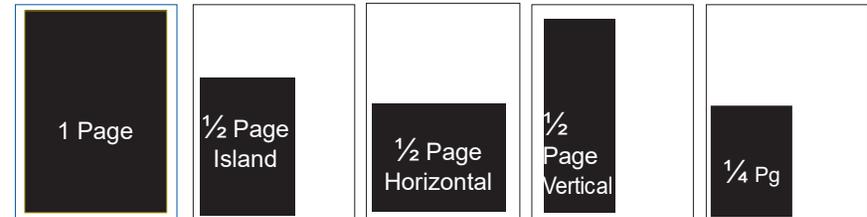
All graphics should be provided and linked to the document for updating when received. Do not embed graphics in the document.

**Publisher's Services:** Art mechanicals and materials other than complete electronic files and color proofs may be subject to preparation charges. (See above description of preferred materials.)

**Inserts:** Copy and approval of insert content is required prior to acceptance. For a quote, please contact Lynne Carr, Executive Director.

## Non-Bleed Ad Page Dimensions

1 page:	7.63 in. x 10.38 in. (19.38 cm x 26.37 cm)
½ page island:	4.5 in. x 7.25 in. (11.42 cm x 18.42 cm)
½ page horizontal:	6.9 in. x 4.63 in. (17.3 cm x 11.76 cm)
½ page vertical:	3.31 in. x 9.34 in. (8.41 cm x 23.72 cm)
¼ page vertical:	3.37 in. x 4.63 in. (8.41 cm x 11.76 cm)



Important: For bleed ads, keep text, logos and other live matter at least 0.25 inch (0.64 cm) from all edges

## Bleed Ad Page Dimensions

Bleeds are allowed only on the following ad sizes:

2-page spread:	16.5 in. x 11.13 in. (41.91 cm x 28.27 cm)
1 page:	8.38 in. x 11.13 in. (21.29 cm x 28.27 cm)
½ page horizontal spread:	16.5 in. x 4.63 in. (41.91 cm x 11.76 cm)

**Bleed Safety:** Keep important live matter, such as text and logos, at least 0.25 in. (0.64 cm) from all edges.

**Send all Space Reservations and Materials to**  
SMI Business Corp., 2001 Midwest Rd, Ste 106,  
Oak Brook, IL 60523-1335  
Phone 630-495-8588, Fax 630-495-8595  
Email: lynne@smihq.org

## Issuance and Closing Dates

Issue	Commitments	Materials
Winter	Nov. 1	Nov. 15
Spring	Feb. 1	Feb. 15
Summer	May 1	May 15
Fall	Aug. 1	Aug. 15

# SPRINGS

SMI Business Corp.  
2001 Midwest Road, Suite 106  
Oak Brook, IL 60523-1335



# The International Magazine of Spring Manufacture SPRINGS®

A Publication of the Spring Manufacturers Institute

## 2018 MEDIA KIT

Ads from springmakers now accepted

## CLASSIFIED ADS

Advertise with us:

- Used equipment and surplus material
- Companies for sale



*Classified ads may be up to fifty words, subject to editing.*

*\$100 per ad; no display ads will be accepted for classified advertising. All ads for companies for sale must be confidential and not include company's name; company will only be known to the SMI professional staff. All replies will go to the SMI office or a third party. Ads must be from spring companies, fourslide companies or directly related industries. Classifieds in SPRINGS will not include help wanted ads.*

*For more details, contact Lynne Carr at 630.495.8588 or [lynne@smihq.org](mailto:lynne@smihq.org)*

Advertise directly to the people **YOU** want to reach in the industry with SPRINGS magazine!

# Editorial Calendar

## Issuance and Closing Dates

<u>Issue Commitments</u>	<u>Materials</u>
<i>Winter</i> <i>Nov. 1</i>	<i>Nov. 15</i>
<i>Spring</i> <i>Feb. 1</i>	<i>Feb. 15</i>
<i>Summer</i> <i>May 1</i>	<i>May 15</i>
<i>Fall</i> <i>Aug. 1</i>	<i>Aug. 15</i>

**Bonus distribution:** In addition to our regular circulation, Springs is distributed at all the major trade shows, giving advertisers even more exposure to their customers.

## 2018 Editorial Themes

- Winter, The Road to Operational Excellence
- Spring, Effectively Managing the Sales Function
- Summer, Millennials
- Fall, Growth and Capital Investment Plans

Advertisers interested in contributing technical articles are encouraged to contact Lynne Carr by e-mail at [lynne@smihq.org](mailto:lynne@smihq.org) or phone at (630) 495-8588.

**In between trade shows:** Advertising in Springs is the best way to keep customers thinking about your company and inform them of your products and services throughout the year.

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## Editorial Opportunities

**Editorial Topics:** Each issue of Springs includes a section of articles that focus, in-depth, on a specific topic of interest to springmakers. Articles are written by springmakers, researchers, suppliers, government experts, market analysts and others, each giving his or her unique perspective on the theme subject matter and how it relates to spring manufacturing.

**Technology reports:** You are invited to submit a bylined article relating to your area of expertise in the industry. Articles should be original, educational and non-promotional, including relevant charts and graphics. Authors may present one or more of the following: technological developments, research, case studies, applications, "how-tos," etc. Such articles provide useful information to the reader, as well as enhance your

reputation and exposure in the industry. Articles should be at least 1,200 words in length.

**Features:** In-depth articles interviewing industry professionals on a specific topic, usually relating to the issue theme. Please inform the editor of your interest in participating in an interview.

**New Products and Global Highlights:** Advertisers get priority placement of their product, company, personnel and events announcements in all Springs departments. News releases should be roughly 50 to 100 words and may be accompanied by color photos (electronic or prints). For more information about enhancing your advertising program with editorial coverage in Springs, please contact Gary McCoy, editor, [gmccoy@fairwaycommunications.com](mailto:gmccoy@fairwaycommunications.com)

# 2018 Ad Rate Schedule

*published four times a year*

## Frequency Rates

Black & White	6 ads per year	4 ads per year	2 ads per year	1 ad per year
Full Page	\$1,350/ad	\$1,588/ad	\$1,959/ad	\$2,461/ad
½ Page Island	\$983/ad	\$1,156/ad	\$1,426/ad	\$1,790/ad
½ Page Vertical or Horizontal	\$848/ad	\$996/ad	\$1,231/ad	\$1,544/ad
¼ Page Vertical	\$564/ad	\$664/ad	\$819/ad	\$1,028/ad

## Color Ads

### Four Color Process

### Cost Per Page

Full Page	\$1,153
½ Page	\$871
¼ Page	\$410

- The cost of color is added onto the appropriate black & white frequency rate (above).
- Premium rates (right) include charges for four color process.
- Color ads must be accompanied by a high-quality color proof (i.e. Pictro proof, Matchprint or Chromalin). Color laser proofs are not guaranteed accurate for exact color matching.
- Colors are CMYK only. No spot (PMS or Pantone) colors or RGB, please.

## Commission

- A 15% commission is allowed to recognized advertising agencies, i.e. those that comply with Springs' standards of trade advertising service.
- Contact Lynne Carr, executive director, at the SMI office for details: Phone 630-495-8588, Fax 630-495-8595, Email [lynne@smihq.org](mailto:lynne@smihq.org).

### Premium Position Rates

Four Color	4 issues per year
Inside Front Cover	\$3,623/issue
Outside Back Cover	\$3,623/issue
Inside Back Cover	\$3,623/issue
Page One	\$3,623/issue
Center Spread	\$5,888/issue

- Premium positions listed are for full page ads only.
- Advertisers must place an ad in all four issues to retain their premium positions.
- For specific positions not listed, add \$730 to the appropriate full or fractional page rate.

# Space Reservation Form

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

Advertising space contract placed for:

Advertiser: \_\_\_\_\_

Contact for Advertiser: \_\_\_\_\_

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

City: \_\_\_\_\_

State/Country: \_\_\_\_\_ Postal Code: \_\_\_\_\_

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

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

Ad Agency: \_\_\_\_\_

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

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

City: \_\_\_\_\_

State/Country: \_\_\_\_\_ Postal Code: \_\_\_\_\_

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

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

Bill Advertiser

Bill Agency

## Copy and Contract Regulations:

All space contracted to be used within one calendar year, or frequency discount will be forfeited and ads will be billed at their actual frequency. Advertiser/agency to supply all material. Rendering bill to an advertising agency shall not release advertiser in case of nonpayment by agency. Nonpayment will result in ads being barred from *Springs* until such time that all outstanding bills are paid. Agency commission offered on space, color and position only. No commission allowed on other charges, such as insert handling, trimming and other mechanical charges. Publisher reserves the right to hold advertiser and/or its advertising agency jointly and severally liable for such monies as are due and payable to the publisher. Advertiser and agency assume responsibility for all content of advertisements printed, as well as any claims arising therefrom against the publisher. No cash discount. Net 30 days. Prepayment may be required. Publisher reserves the right to refuse any advertising. No advertiser may exceed credit limits established by the publisher.

I understand and agree to the above contract regulations:

Signature (required)

Title

Date

## Ad Specifications:

- 1 page
- 1/2 page island
- 1/2 page horizontal
- 1/2 page vertical
- 2 page spread
- 1/2 page horizontal spread
- 1/4 page vertical

## Color:

- Four Color  Black & White

## Frequency:

- 1 ad/year  2 ads/year
- 4 ads/year  6 ads/year
- New ad
- Repeat ad from \_\_\_\_\_ issue

Notes:

Electronic ads accepted.

## Insert ads in the following issues:

- Winter 2018 (materials due Nov. 15)
- Spring 2018 (materials due Feb. 15)
- Summer 2018 (materials due May 15)
- Fall 2018 (materials due Aug. 15)

Lynne Carr - Advertising Sales  
**Springs Magazine**  
2001 Midwest Road, Suite 106  
Oak Brook, IL 60523-1335  
Phone: 630-495-8588  
Fax: 630-495-8595  
Email: lynne@smihq.org

Gary McCoy - Managing Editor  
**Springs Magazine**  
2001 Midwest Road, Suite 106  
Oak Brook, IL 60523-1335  
Phone: 630-495-8588  
Fax: 630-495-8595  
Email: gmccoy@fairwaycommunications.com

Advertising Sales - Europe  
Jennie Franks,  
David Franks & Co.  
63 St. Andrew's Road  
Cambridge  
CB4 1DH England  
Phone / Fax: +44-1223-360472  
Email: franksco@btopenworld.com

Advertising Sales - Japan  
Ken Myohdai,  
Sakura International  
22-11 Harimacho  
1-Chome, Abeno-ku,  
Osaka, 545-0022 JAPAN  
Phone: ++81-6-6624-3601  
Fax: ++81-6-6624-3602  
Email: info@sakurain.co.jp