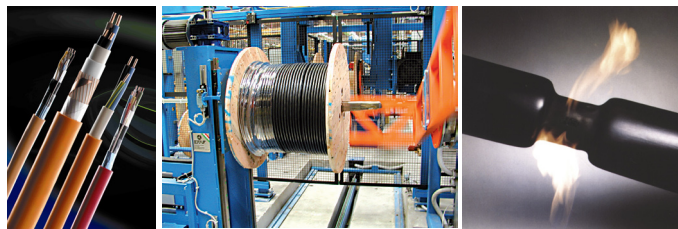


2018 ADVERTISING RATES



Your connection to the International Wire & Cable Industry

AD SIZE	DIMENSIONS	1X	3X	6X	9X	12X
FULL PAGE	7" x 10"	\$2470	\$2415	\$2250	\$2125	\$1915
2/3 PAGE	4.5" x 10"	\$2085	\$1970	\$1770	\$1685	\$1565
1/2 PAGE ISLAND*	4.5" x 7.5"	\$1895	\$1800	\$1615	\$1565	\$1515
1/2 PAGE	see specs	\$1575	\$1500	\$1425	\$1320	\$1250
1/3 PAGE	see specs	\$1285	\$1500	\$1110	\$995	\$965
1/4 PAGE	3.375" x 4.875"	\$1020	\$930	\$890	\$845	\$790
1/6 PAGE	see specs	\$795	\$705	\$650	\$605	\$570

* Only ad on page
All rates, US\$, per insertion

Color Rates

- Black and one standard AAAA (red, blue, yellow or green), extra per page or less.....\$330
- Black and one matched color (other than metallic), extra per page or less.....\$435
- Black and one metallic color, extra per page or less.....\$495
- 4-Color Process, extra per page or less\$995
- 4-Color Process, extra per spread.....\$1750

Combined Frequency Credit

Your insertions in *Wire & Cable Technology International* will apply toward your frequency in the *Fastener Technology International* magazine, *Wire Forming Technology International* magazine, *Wire & Cable Technology International Buyers' Guide* and the *Fastener Technology International Buyers' Guide*.

Special Positions

10% premium over black and white rate earned.

Covers

Rates include 4-Color Process. Non-Cancelable

FRONT COVER NOT SOLD

- Inside Front Cover.....\$3995
- Inside Back Cover.....\$3795
- Back Cover.....\$4070

Advertising Material

- Preferred advertising material is a high resolution PDF.
- All graphics must be a minimum of 300 dpi.
- Color should be prepared as CMYK.
- When designing material, please incorporate the bleed dimensions as supplied under the mechanical specifications.
- Material may be submitted on CD-ROM or via email.

**Wire & Cable
Technology**
International