



2017 ADVERTISING RATES

Your connection to the International Wire & Cable Industry

AD	DIMENSIONS	1X	3X	6X	9X	12X
FULL PAGE	7 x 10	\$2410	\$2355	\$2195	\$2075	\$1870
2/3 PAGE	4.5 x 10	\$2035	\$1920	\$1725	\$1645	\$1525
1/2 PAGE ISLAND*	4.5 x 7.5	\$1850	\$1755	\$1575	\$1525	\$1480
1/2 PAGE	see specs	\$1535	\$1465	\$1390	\$1290	\$1220
1/3 PAGE	see specs	\$1255	\$1180	\$1085	\$970	\$940
1/4 PAGE	3.375 x 4.875	\$995	\$910	\$870	\$825	\$770
1/6 PAGE	see specs	\$775	\$690	\$635	\$590	\$555

* 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