

PRODUCTION ADVERTISING RATES AND SPECIFICATIONS



TABLOID PAGE DISPLAY RATES

SIZE	DIMENSIONS	1X	3X	6X	9X
Tab Page	9.5" x 13.25"	\$3881	\$3499	\$3110	\$2717
1/2 Tab Page (h)	9.5" x 6.25"	\$2582	\$2274	\$2018	\$1764
1/2 Tab Page (v)	4.5" x 13.25"	\$2582	\$2274	\$2018	\$1764
1/4 Tab Page (v)	4.5" x 6.25"	\$1554	\$1401	\$1244	\$1082

(h) horizontal (v) vertical

JUNIOR PAGE DISPLAY RATES

SIZE	DIMENSIONS	1X	3X	6X	9X
Junior Page	7" x 10"	\$3136	\$2828	\$2510	\$2201
1/2 Jr. Page	7" x 5"	\$1892	\$1710	\$1518	\$1328
1/2 Island Page	4.5" x 7.25"	\$1675	\$1450	\$1275	\$1109
1/3 Square Page	4.5" x 4.5"	\$1355	\$1218	\$1082	\$945

CLASSIFIED PAGE ADVERTISING RATES

SIZE	DIMENSIONS	3X	8X	9X
Std. Classified	1 column 2.25" W	\$125	\$110	\$100
Classified Display	7" x 5"	\$360	\$300	\$250

Commissions

15% to all recognized agencies, with materials provided

Terms

Net 30 Days; 2% prepaid before closing

Color Charges

\$500 for 4C

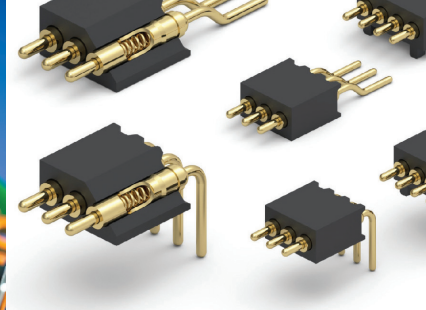
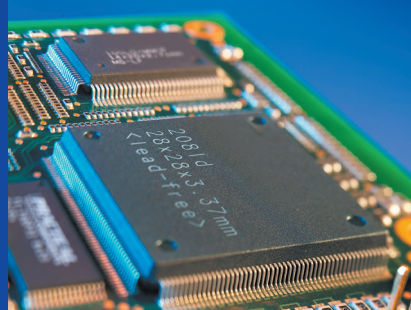
DIGITAL INSERT ADVERTISING RATES*

SIZE	DIMENSIONS	3X	6X	9X
Tab Page Only	9.5" x 13.25"	\$1,050	\$850	\$750

*Call for Multi Page Insert Rates



PRODUCTION INFORMATION



PUBLICATION PRINTING METHOD

U.S.Tech is prepared in Quark and printed by web offset on recycled glossy stock. Saddle stitch binding is used. AAA/ABP SWOP standards apply.

MATERIAL SPECIFICATIONS

Accepted materials are electronic and include by order of preference:

1) Adobe Acrobat and InDesign PDFs

With all fonts embedded and images/artwork distilled to no less than 200 dpi, presuming placement in the *U.S.Tech* master file is 100%. PDFs in CMYK format may be emailed or supplied on CD. For publication in our digital edition, be sure to include a live web address.

2) Quark for PC or Quark for MAC

With customary picture and font folders, master document and report. No compression should be necessary if sent on CD. If sent digitally and compressed, WinZip is preferred over any Mac-only alternatives.

3) Digital Edition, PDF and Flipbook

All advertisements in the print edition of *U.S.Tech* are included with live web links in the PDF version and flipbook edition with no other requirements beyond our print file specifications. Also available are Digital Edition Tabs—full page advertisements slated for the digital edition only. Use the same file specifications as for the print edition. Prepare page size to 9.5 x 13.25 in. with no crop marks or bleeds. Embed all fonts and avoid CID identity-h encoded fonts.

Video

Our digital edition offers the opportunity to add video files to your advertising content. For best results use a resolution between 320 x 240 to 640 x 480. This will allow streaming without interruption.

4) Submission Methods

We accept most materials through e-mail at mail@us-tech.com. For materials that exceed the capacity of e-mail, we accept submissions through file-sharing services such as Google Drive and DropBox.

2018 AD MATERIAL CALENDAR

ISSUE	SPECIAL FEATURE TOPIC	ADS DUE
Jan/Feb	Test & Measurement	1/12
March	Assembly & Production	2/9
April/May	SMT & Assembly	3/30
June	Test & Automation	5/18
July	Production & Packaging	6/22
August	PCB & Automation	8/3
September	Test & Automation	9/14
October	Components & Distribution	10/19
Nov/Dec	Test & Measurement	11/30

BLEEDS

AD TYPE	SIZE WITH BLEED
Bleed Tab Spread	22" W x 14.5" Deep prepare to 23" W x 15.5" Deep; limit live area to 20.5" W x 13.5" Deep
Bleed Tab Page	10.5" W x 14.5" Deep prepare to 11.5" wide by 15.5" Deep; limit live area to 9.25" W x 13.25" Deep

Bleed Requests

Must be specified on insertion order. Full bleed is available at no charge on tabloid sized pages and spreads. Add 0.5 in. beyond trim to all sides.

Live Area

Limit live matter to 0.25 in. minimum of ad border all sides.