

# Advertising Rates

Effective January/February 2009 Issue

## DISPLAY ADVERTISING RATES

### BLACK AND WHITE

	1X	3X	7X	10X	14X
Full Page	\$9,585	\$8,915	\$8,145	\$7,910	\$7,670
2/3	6,900	6,415	5,865	5,695	5,520
1/2	5,415	5,035	4,605	4,465	4,330
1/3	3,785	3,520	3,215	3,125	3,030
1/4	3,020	2,810	2,565	2,490	2,415
1/6	2,110	1,960	1,795	1,740	1,690
1/8	1,610	1,495	1,370	1,330	1,290
1/12	1,095	1,020	930	905	875

### TWO COLOR

	1X	3X	7X	10X	14X
Full Page	\$11,025	\$10,250	\$9,365	\$9,095	\$8,820
2/3	7,935	7,375	6,745	6,550	6,350
1/2	6,225	5,790	5,295	5,135	4,980
1/3	4,355	4,050	3,695	3,595	3,485
1/4	3,475	3,230	2,950	2,865	2,775
1/6	2,425	2,255	2,065	2,000	1,945
1/8	1,850	1,720	1,575	1,530	1,485
1/12	1,260	1,175	1,070	1,040	1,005

### FOUR COLOR

	1X	3X	7X	10X	14X
Full Page	\$12,750	\$11,855	\$10,835	\$10,520	\$10,200
2/3	9,175	8,530	7,800	7,575	7,340
1/2	7,200	6,695	6,125	5,940	5,760
1/3	5,035	4,680	4,275	4,155	4,030
1/4	4,015	3,735	3,410	3,310	3,210
1/6	2,805	2,605	2,385	2,315	2,250
1/8	2,140	1,990	1,820	1,770	1,715
1/12	1,455	1,355	1,235	1,205	1,165

### COVERS

	1X	3X	7X	10X	14X
Inside Front	\$15,300	\$14,225	\$13,000	\$12,625	\$12,240
Inside Back	14,665	13,635	12,460	12,100	11,730
Outside Back	15,940	14,820	13,545	13,150	12,750

## MARKETPLACE

	1X	3X	7X	10X	14X
2 Inch	\$895	\$830	\$760	\$740	\$715
1 1/2 Inch	680	630	580	560	545
1 Inch	455	425	385	375	365

CLASSIFIED: \$6.00 per word (15-word minimum).

Non-commissionable, payment must accompany order.

## CIRCULATION

- Published 7 times per year
- Basic subscription rate: \$19.96, single copies: \$5.99

## 2009 ISSUE AND CLOSING DATES

Issue	Ad Close Date	Material Due Date	Issue Mailing Date	Newsstand On Sale Date
January/February	11/14/08	11/21/08	12/24/08	01/15/09
March/April	12/16/08	12/23/08	02/02/09	02/24/08
May/June	02/26/09	03/05/09	04/06/09	04/28/09
July/August	04/30/09	05/07/09	06/08/09	06/30/09
September/October	07/02/09	07/09/09	08/10/09	09/01/09
November	08/06/09	08/13/09	09/14/09	10/06/09
December	09/10/09	09/17/09	10/19/09	11/10/09

## AD SIZES AND DIMENSIONS (width x height)

Trim Size	8" x 10 <sup>3</sup> / <sub>4</sub> "		
<b>FULL PAGE</b>		<b>SPREAD</b>	
Non Bleed	7 <sup>1</sup> / <sub>4</sub> " x 10"	Non Bleed	15 <sup>1</sup> / <sub>2</sub> " x 10"
Bleed	8 <sup>1</sup> / <sub>4</sub> " x 11"	Bleed	16 <sup>1</sup> / <sub>4</sub> " x 11"
<b>FRACTIONALS</b>			
2/3 Page	4 <sup>3</sup> / <sub>4</sub> " x 10"	1/4 Page	3 <sup>1</sup> / <sub>2</sub> " x 4 <sup>7</sup> / <sub>8</sub> "
1/2 Page (digest)	4 <sup>3</sup> / <sub>4</sub> " x 7 <sup>1</sup> / <sub>16</sub> "	1/6 Page (vertical)	2 <sup>1</sup> / <sub>4</sub> " x 4 <sup>7</sup> / <sub>8</sub> "
1/2 Page (vertical)	3 <sup>1</sup> / <sub>2</sub> " x 10"	1/6 Page (horizontal)	4 <sup>3</sup> / <sub>4</sub> " x 2 <sup>5</sup> / <sub>16</sub> "
1/2 Page (horizontal)	7 <sup>1</sup> / <sub>4</sub> " x 4 <sup>7</sup> / <sub>8</sub> "	1/8 Page	3 <sup>1</sup> / <sub>2</sub> " x 2 <sup>5</sup> / <sub>16</sub> "
1/3 Page (vertical)	2 <sup>1</sup> / <sub>4</sub> " x 10"	1/12 Page	2 <sup>1</sup> / <sub>4</sub> " x 2 <sup>5</sup> / <sub>16</sub> "
1/3 Page (square)	4 <sup>3</sup> / <sub>4</sub> " x 4 <sup>7</sup> / <sub>8</sub> "		
<b>MARKETPLACE</b>			
2 Inch	2 <sup>1</sup> / <sub>4</sub> " x 2"		
1 1/2 Inch	2 <sup>1</sup> / <sub>4</sub> " x 1 <sup>1</sup> / <sub>2</sub> "		
1 Inch	2 <sup>1</sup> / <sub>4</sub> " x 1"		

All ads must reach at some point the width and height of the ad size ordered; otherwise the Publisher reserves the right to alter the size of the ad.

## BLEEDS

No charge for full pages. Add 10% for fractionals.

## INSERTS

- Special units, gatefolds, booklets, cards, split runs, etc. are available.
- Rates and mechanical specifications available on request.
- Bind-in card closing is two weeks prior to ad close dates.

## COMMISSIONS AND TERMS

- No cash discounts.
- 15% of gross billing allowed on space, color and position only to recognized advertising agencies submitting press-ready copy. This commission applies only to invoices paid within terms.
- Payment must be made within 30 days of billing date.

# RATE CARD

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## DIGITAL ADVERTISING SPECIFICATIONS

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*Popular Woodworking* accepts digital advertising only. Please contact your sales representative or the Advertising Production Offices for complete requirements.

**ARTWORK:** Minimum resolution requirements: 300 dpi photo scans, 1200 dpi line art.

Acceptable file formats: PDF (preferred), EPS or TIFF.

**FONTS:** All fonts must be PostScript compatible. No TrueType fonts may be used.

Include both screen and printer fonts.

**PROOFING:** A final 100%-size proof with crop marks must accompany all supplied ad files. Color ads must be submitted with a SWOP-accepted, digital contract proof in CMYK format. Please do not use spot color.

**FILE PREPARATION:** Acceptable software programs: InDesign CS2, Photoshop CS2, Illustrator CS2. Please save your file in PDF format, including all fonts and QC steps and reports. Include a printed job report and a disk directory with all supplied disks. All files must be composite page layouts ready for output.

**DISKS:** Acceptable media: CD-Rom.

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## PRINTING PRODUCTION

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- Printed web offset, 4-color process only (cyan, yellow, magenta, black). Additional cost for a 5th color is available upon request. Binding method is saddle-wire.
- All furnished materials should conform to SWOP: Specifications for Web Offset Printing.
- Ad materials will be kept on hand for 12 months after issue date and will be discarded unless return is requested by advertiser.
- Advertising materials that do not conform to the stated requirements will incur additional production costs.

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## MATERIALS MAILING INSTRUCTIONS

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### SEND DIGITAL FILES TO:

Krista Morel, *Popular Woodworking*  
4700 East Galbraith Rd., Cincinnati, Ohio 45236  
or e-mail Krista Morel: [krista.morel@fwmedia.com](mailto:krista.morel@fwmedia.com)

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## CONTRACT AND COPY REGULATIONS

1. All advertising orders are accepted subject to the terms and provisions of the current rate card. Orders are accepted subject to change in rates upon notice from the publisher. However, contracts may be cancelled at the time the change in rates becomes effective without incurring a short rate adjustment, provided the contract rate has been earned up to the date of the cancellation.
2. Orders containing incorrect rates will be regarded as clerical errors and insertions will be billed at current rates.
3. The contract year is 12 consecutive months. Contracts must be completed within one year from date of first insertion.
4. Advertisers not on contract will be charged the one-time rate and will be credited for the difference in frequency rates as earned by subsequent insertions. A contract may be cancelled by notifying the publisher in writing before the closing date, and the short-time rate paid for the ads already run.
5. The publisher reserves the right, without liability, to reject, omit or exclude any advertisement for any reason at any time with or without notice to the advertiser or advertising agency, and whether or not such advertisement was previously acknowledged, accepted or published.
6. The word "advertisement" shall be printed at the top of the advertisements which, in the opinion of the publisher, might be confused with editorial pages.

7. The publisher will not be bound by any conditions, printed or otherwise, appearing on contracts, insertion orders or copy instructions when such conditions conflict with the regulations set forth in this rate card. Contracts, insertion orders or copy instructions will not be accepted without written confirmation. Insertion orders must specifically state issues and space to be used.
8. Orders for specific positions are accepted as requests. The publisher shall not be bound by such requests and has the right to determine the actual position.
9. *Popular Woodworking* is not responsible for errors in key numbers or other typesetting done by the publisher.
10. Advertisers and their agencies are liable for all contents of advertisements printed and are also responsible for any claim arising therefrom against *Popular Woodworking*.
11. The publisher reserves the right to hold an advertiser and/or its agency jointly and severally liable for such monies as are due and payable to the publisher.

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## ELECTRONIC ADVERTISING

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If you're interested in advertising on [www.popularwoodworking.com](http://www.popularwoodworking.com) or in our e-mail newsletter, or would like to reserve a dedicated e-mail blast, call your sales representative for details.

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## ADVERTISING SALES PERSONNEL

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### ADVERTISING DIRECTOR

Don Schroder  
331 N. Arch St.  
Allentown, PA 18104  
Phone 610-821-4425 • Fax 610-821-7884  
E-mail [d.schroder@verizon.net](mailto:d.schroder@verizon.net)

### PUBLISHER

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Learn How ■ Discover Why ■ Build Better

is published by F+W Media, Inc.  
4700 East Galbraith Rd., Cincinnati, Ohio 45236  
800-283-0963 • 513-531-2690 • Fax 513-531-0798