

# ADVERTISING RATES & REQUIREMENTS

RATE CARD NO. 42, 2011

## 2011 ADVERTISING RATES

### Rates

	1 time	3 times	6 times
• B&W 1 page*	\$2,300	\$2,140	\$1,930
1/2 page (horizontal)	1,490	1,380	1,280
1/2 page (vertical)	1,490	1,380	1,280

• Four-color process rate: \$1,280 additional to space

• Bleed pages: \$315 per page

• Special positions: Four-color, full pages only

	1 time	3 times	6 times
Cover 4 (back)	\$6,060	\$5,600	\$5,160
Cover 2 (inside front)	4,750	4,480	4,260
Cover 3 (inside back)	4,750	4,480	4,260

• Preferred page position: 10% additional to space rate (full pages only). Contact advertising manager for position availability.

Agency Commission—15% commission to recognized advertising agencies. Net 10 days—no cash discount.

### Special Charges

Tip-ins—Contact advertising manager for rates

Rates effective as of January 2011 issue.

\*includes a link to an electronic version of the ad from the *PM Industry NewsLine* monthly e-newsletter

## REQUIREMENTS

Printing—Offset

Binding—Perfect

Trim Size—8 1/8" x 10 7/8"

Ad Page Size—Full-page 6 3/4" x 9 1/2"

Bleed full-page 8 3/8" x 11 1/8"

Half-page (vertical) 3 1/8" x 9 1/2"

Half-page (horizontal) 6 3/4" x 4 5/8"

Rates are contingent upon file supplied via e-mail or disk with proof. File formats in Quark Xpress, PDF, TIFF, or EPS are acceptable.

Production charges—The advertiser agrees to pay the publisher for all file changes, drawings, and composition if furnished by the publisher at the advertiser's request. Cost of changes to be paid by the advertiser (non-commissionable).

Color proofs required for all color ads.

## CLASSIFIED ADVERTISING

"Employment Opportunities/Classified" listings will be accepted in APMI's monthly e-mailed publication *PM Industry NewsLine*. Listings will run simultaneously on the MPIF/APMI Web site. For complete information please contact Dora Schember at (609) 452-7700, ext. 110; Fax (609) 987-8523; E-mail: [dschember@mpif.org](mailto:dschember@mpif.org)

## COPY AND CONTRACT REGULATIONS

Contract Period and Rates—Contract rates based on calendar year basis (January–December). Contracts not on a calendar year basis are subject to revised rates for insertions extending into following year.

Cancellations—Contracts may be cancelled by advertiser or publisher on written notice 15 days in advance of closing date. Cancellation fee of 50% will be applied.

APMI reserves the right to repeat prior ad if advertiser fails to meet insertion deadline.

The subject matter, form, size, wording, and illustration of advertising shall be subject to the approval of the publisher.

## MISCELLANEOUS

All advertisers will be listed in the advertisers' index with fax numbers and Web addresses. This information is included for readers to contact advertisers directly. Current advertisers are entitled to purchase APMI mailing lists at reduced rates.

## CONTACTS AND SHIPPING INSTRUCTIONS

Contracts and insertion orders should be sent to:  
Jessica Schade Tamasi  
Advertising Manager  
International Journal of Powder Metallurgy  
105 College Road East  
Princeton, New Jersey 08540-6692 U.S.A.  
TEL.: (609) 452-7700, ext. 103; FAX: (609) 987-8523  
E-mail: [jtamasi@mpif.org](mailto:jtamasi@mpif.org)



## PUBLICATION/EDITORIAL SCHEDULE

The *Journal* is published 6 times a year, bringing you the latest news in the PM and particulate materials industries. The 2011 publication schedule is:

### 47/1—January/February

Web Site Directory  
Focus Issue: Sustainability

### 47/2—March/April

Focus Issue: Metal/Ceramic Systems  
Engineering & Technology and R&D articles

### 47/3—May/June

Show Issue: PowderMet2011  
Exhibitor Showcase  
Annual Technology Review  
Engineering & Technology and R&D articles

### 47/4—July/August

PM Design Excellence Award Winners  
Axel Madsen/CPMT Scholar Reports  
State-of-the-PM Industry in North America—2011  
Outstanding Posters  
Engineering & Technology and R&D articles

### 47/5—September/October

Focus Issue: Hardmaterials

### 47/6—November/December

Engineering & Technology and R&D articles  
Excellence in Metallography Award

## EDITORIAL DIRECTION

The *Journal* covers all sectors of the PM and advanced particulate materials industries:

**PM Industry News in Review**—A digest of recent news of companies, acquisitions, technological/engineering/production trends, business/market trends, new products, and personnel changes

**Research and Development**—In-depth articles on scientific and development work in PM and particulate materials

**Engineering and Technology**—Timely coverage of new technologies for materials, production processes, and products in the worldwide PM industry

**Standards Update**—Reviews of new industry standards

**Profiles**—In-depth reports on companies, universities, and research institutes

**Newsmakers**—Profiles of interesting people in management, engineering, and research

**Consultants' Corner**—Practical/hands-on questions from readers answered by respected PM consultants

**Additional Items**—Book reviews, patents, conference reports, and a list of upcoming PM meetings/conferences

## ADDITIONAL MARKETING OPPORTUNITIES

*Who's Who in PM Membership Directory*—Showcase your products and services with an advertisement in the only comprehensive directory of the worldwide PM industry.

**Reprints**—For a cost-effective marketing tool, order professionally reprinted copies of articles that feature your company.

*Web Site Directory*—The 2011 January/February issue of the *Journal* will include a Web site directory. A listing of your company's Web site will make you more accessible to potential customers.



## THE EDITORS

**Dr. Alan Lawley**, Editor-in-Chief of the *IJPM* since 1985, is Professor Emeritus of Materials Engineering, Drexel University, Philadelphia, Pennsylvania. He received B.Sc. and Ph.D. degrees in metallurgy from the University of Birmingham, England. He was a post-doctoral fellow at the University of Pennsylvania and manager of the Solid State Science Laboratory of the Franklin Institute. Dr. Lawley is a member of the National Academy of Engineering, a recipient of the MPIF Distinguished Service to Powder Metallurgy Award (1991) and the prestigious APMI Fellow Award (1998).

**Peter K. Johnson**, Contributing Editor & Consultant, was editor of the *PM Technology Newsletter* for 25 years and co-editor of the *Perspectives in Powder Metallurgy* book series. He has published more than 375 articles and served as a private-sector advisor to the U.S. government and consultant to the United Nations. He received a B.A. from Hofstra University. He received the MPIF Distinguished Service to Powder Metallurgy Award (1999).

### Editorial Review Committee

An Editorial Review Committee comprised of experts from all sectors of the PM industry and chaired by Pierre W. Taubenblat assists Dr. Lawley.