



# METAL SERVICE CENTERS

In 2018, *Metal Service Centers* was launched as a **special advertising section** in *Modern Metals* and *FFJournal* magazines EXCLUSIVELY for metal service centers who distribute and/or process material REGIONALLY. Published in **February, May, August** and **November**, *Metal Service Centers* keeps our audience of metal fabricators, OEM/end users and other metal service centers in your “backyard” up-to-date with your inventory and processing capabilities throughout the year.

**VALUE ADDED PROGRAM:** Advertise in any 4 consecutive quarterly issues of *Metal Service Centers* regional magazines and receive the following online advertising package at no charge for an entire year:

Get your company listing in our new *Metal Service Centers* Online Directory in the regions your print ad is running on 3 websites. Visitor traffic includes Service Center Executives, Fabricators and OEM/End-Users.

Click these links to see what your listings will look like: [www.modernmetals.com](http://www.modernmetals.com), [www.ffjournal.net](http://www.ffjournal.net) and [www.metalservicecenters.net](http://www.metalservicecenters.net).

## TOTAL CIRCULATION OF METAL FABRICATORS, OEM/END USERS AND METAL SERVICE CENTERS

<b>MIDWEST EDITION</b> IA, IL, IN, KS, KY, MI, MN, MO, NE, ND, OH, SD, WI	<b>17,439</b>
<b>MOUNTAIN/WEST EDITION</b> MT, ID, WY, CO, AZ, UT, NV, AK, WA, OR, CA, HI	<b>11,366</b>
<b>NORTHEAST EDITION</b> ME, NH, VT, MA, RI, CT, NY, NJ, PA, DE, MD, DC, VA, WV	<b>11,067</b>
<b>SOUTHEAST EDITION</b> NC, SC, GA, FL, TN, AL, MS	<b>8,753</b>
<b>SOUTHWEST EDITION</b> AR, LA, OK, TX, NM	<b>7,437</b>

\*Source: *Modern Metals* and *FFJournal* Magazines' June 2020 BPA Audit Statements of Circulation

## PUBLISHING SCHEDULE

### NOVEMBER 2020

Ad close: 10/2/20

Ad materials due: 10/9/20

### FEBRUARY 2021

Ad Close: 1/8/21

Ad material due: 1/15/21

### MAY 2021

Ad close: 4/2/21

Ad material due: 4/9/21

### AUGUST 2021

Ad close: 7/2/21

Ad material due: 7/9/21

## LOW REGIONAL ADVERTISING RATES

Full Page (7.875" x 10.75")	\$950
1/2 Vert. page (3.375" x 10")	\$550
1/2 Horiz. page (7" x 4.75")	\$550
1/4 page (3.375" x 4.75")	\$350



## ADVERTISING SPACE RESERVATION

**Valerie Treiber**

at 203-894-5483 or email [valerie@modernmetals.com](mailto:valerie@modernmetals.com)

## NEED HELP CREATING YOUR AD?

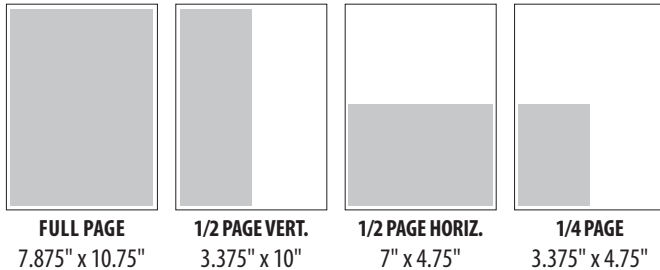
Contact Carlotta Lacy:  
312-654-2318,  
[carlotta@trendpublishing.com](mailto:carlotta@trendpublishing.com)

# Metal Service Centers

REGIONAL GUIDE TO MATERIALS AND SERVICES

## PRINT MECHANICAL SPECIFICATIONS

**PUBLICATION TRIM SIZE:** 7.875" x 10.75"



**Live Area:** Keep live matter at least ¼" away from trim dimensions.

**Bleed:** Please allow an ⅛" bleed on all sides. Fractional ads do not bleed.

**Single page bleed size:** 8 ⅛" x 11"

**2-Page Spread Bleed:** 16 ¼" x 11"

**Printing:** Web offset, SWOP standards apply.

**Binding:** Saddle-stitch

## PRINT MEDIA & FILE FORMATS

**Submitting ads electronically is strongly encouraged.**

- File size <5 MB may be emailed to [carlotta@modernmetals.com](mailto:carlotta@modernmetals.com)
- For file sizes larger than 5MB, please contact Carlotta Lacy, VP Production, at 312/654-2318 to obtain uploading instructions.
- **Preferred File Format:** PDF/X-1a
- **Alternate File Formats Accepted:**

- High-resolution, press-optimized PDFs

- Native Application Files: QuarkXpress or InDesign—Include all screen and printer versions of fonts used and linked high-resolution (300 dpi minimum) images

- Illustrator (create outlines) or Photoshop files

- We do not accept files created in Microsoft Word, PowerPoint, Publisher, CorelDraw, Pagemaker or any presentation software.

- **Image Requirements:** All images for ads should be color corrected and provided at or above our minimum resolution requirement of 300 dpi. Image files should be CMYK and in .tif or .eps file format.

**Submitting ads on physical media is also permitted.**

Submit all materials to:  
Trend Publishing, 123 W. Madison St,  
Suite 950, Chicago, IL 60602

**Proofs:** A SWOP Certified\* contract level proof is required for color guidance on press. Color laser & ink jet proofs will only be used for content checking and will not serve as color guidance on press. If a SWOP certified proof is not supplied, Trend Publishing cannot guarantee the color reproduction of your ad.

\*For more information on SWOP standards and acceptable proofs, please visit [www.swop.org](http://www.swop.org) or [www.idealliance.org](http://www.idealliance.org).

**Film:** Film negatives are not accepted.

**Alterations to Materials:**

Requests for minor changes to existing or on-file materials will be reviewed on an individual basis. Depending on how the original files are set up, it may not be possible to make some changes, and therefore new materials may be requested.

## CONTACT

**Carlotta Lacy**, VP Production  
312/654-2318 • 312/654-2323 fax  
[carlotta@modernmetals.com](mailto:carlotta@modernmetals.com)