



METAL SERVICE CENTERS

REACH AN AUDIENCE OF METAL FABRICATORS, OEM/END-USERS AND OTHER SERVICE CENTERS IN YOUR "BACKYARD."

Metal Service Centers is a special advertising section published 4x/year in *Modern Metals* and *FFJournal* magazines EXCLUSIVELY for metal distributors who want to promote their inventory, processing and services capabilities to a REGIONAL audience of metal fabricators, OEM/end users and additional service center executives.

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 *Metal Service Centers* online directory in the regions your print ad is running on the following websites: modernmetals.com, ffjournal.net and metalservicecenters.net.

CIRCULATION BY REGION

MIDWEST EDITION IA, IL, IN, KS, KY, MI, MN, MO, NE, ND, OH, SD, WI	17,491 4,429 Metal Service Centers 5,210 OEM/End-Users 7,852 Fabricators
MOUNTAIN/WEST EDITION MT, ID, WY, CO, AZ, UT, NV, AK, WA, OR, CA, HI	11,382 3,086 Metal Service Centers 3,409 OEM/End-Users 4,887 Fabricators
NORTHEAST EDITION ME, NH, VT, MA, RI, CT, NY, NJ, PA, DE, MD, DC, VA, WV	10,938 2,822 Metal Service Centers 3,065 OEM/End-Users 5,051 Fabricators
SOUTHEAST EDITION NC, SC, GA, FL, TN, AL, MS	8,813 2,568 Metal Service Centers 2,439 OEM/End-Users 3,806 Fabricators
SOUTHWEST EDITION AR, LA, OK, TX, NM	7,557 2,437 Metal Service Centers 2,012 OEM/End-Users 3,108 Fabricators

*Source: *Modern Metals* and *FFJournal* Magazines' December 2020 BPA Brand Reports of Circulation

PUBLISHING SCHEDULE

AUGUST 2021

Ad close: 7/9/21

Ad material due: 7/16/21

NOVEMBER 2021

Ad close: 10/1/21

Ad materials due: 10/8/21

FEBRUARY 2022

Ad Close: 1/7/22

Ad material due: 1/14/22

MAY 2022

Ad close: 4/1/22

Ad material due: 4/8/22

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

NEED HELP CREATING YOUR AD?

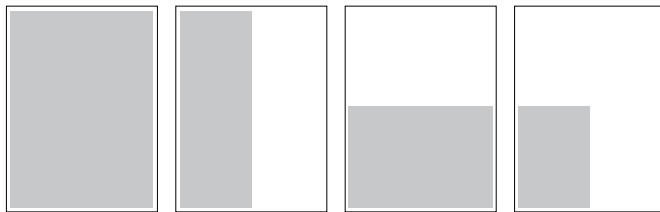
Contact Carlotta Lacy:
 312-654-2318, carlotta@trendpublishing.com

Metal Service Centers®

REGIONAL GUIDE TO MATERIALS AND SERVICES

PRINT MECHANICAL SPECIFICATIONS

PUBLICATION TRIM SIZE: 7.875" x 10.75"



FULL PAGE 7.875" x 10.75"
1/2 PAGE VERT. 3.375" x 10"
1/2 PAGE HORIZ. 7" x 4.75"
1/4 PAGE 3.375" x 4.75"

Live Area: Keep live matter at least 1/4" away from trim dimensions.

Bleed: Please allow an 1/8" bleed on all sides. Fractional ads do not bleed.

Single page bleed size: 8 1/8" x 11"

2-Page Spread Bleed: 16 1/4" 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
- 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 or 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