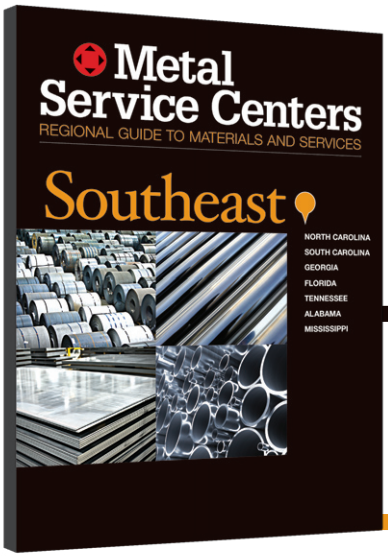


Metal Service Centers

REGIONAL GUIDE TO MATERIALS AND SERVICES

Southeast

Created for metal service centers who sell to metal fabricators, OEM/End Users and other metal distributors in the Southeast.

The publishers of ***Modern Metals*** magazine present ***Metal Service Centers Southeast***, a quarterly special advertising section inserted into ***Modern Metals*** and ***FFJournal*** magazines for metal distributors who target metal fabricators, OEM/End Users and metal service centers in the following states: NC, SC, GA, FL, TN, AL, MS. Publishing dates are February, May, August and November.

TOP-NOTCH CIRCULATION

Let ***Metal Service Centers Southeast*** help to reach and expand your target markets in the states you sell.

NORTH CAROLINA, SOUTH CAROLINA, GEORGIA, FLORIDA, TENNESSEE, ALABAMA, MISSISSIPPI

SOUTHEAST TOTAL	**8,401**
Metal Service Centers	2,554
OEM/End Users	2,315
Fabricators	3,532

Source: June 2019 BPA circulation statement

ALL ADVERTISING NO EDITORIAL

Marketing and promoting your brand has NEVER been more cost effective. Your advertisement will help keep your customers and prospects in your region current with your inventory and services throughout the year.

Issue Date	Ad Space Reservation Deadline	Ad Material Deadline
November 2019	10/4/19	10/11/19
February 2020	1/7/20	1/14/20
May 2020	4/3/20	4/10/20
August 2020	7/3/20	7/10/20

LOW REGIONAL ADVERTISING RATES

ADVERTISING DISPLAY, FOUR-COLOR INCLUDED

Full Page	$950
½ page	$550
¼ page	$350

For advertising space reservation contact Valerie Treiber at 203-894-5483 or email at valerie@modernmetals.com

NEED HELP CREATING YOUR AD?

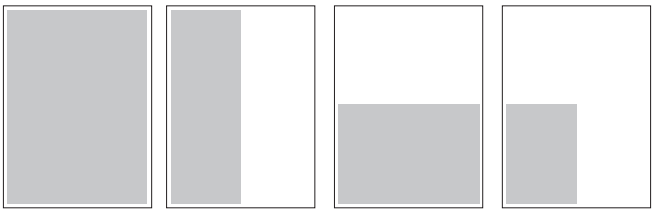
We can help develop your ad for **FREE**. Send us your company logo, ad copy and high-resolution photos. Our VP of Production, Carlotta Lacy, has 20 plus years design experience: 312-654-2318, carlotta@trendpublishing.com

Metal Service Centers

REGIONAL GUIDE TO MATERIALS AND SERVICES

Advertising specs

ADVERTISEMENT DIMENSIONS



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

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

CONTACT

Carlotta Lacy
VP Production
312/654-2318
carlotta@trendpublishing.com

PRINT MEDIA & FILE FORMATS

Submitting ads electronically is strongly encouraged.

- File size <10 MB may be emailed to carlotta@modernmetals.com
- For file sizes larger than 10MB, 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.