

2012 RUBBER WORLD RATES

Effective January 1, 2012

Full Run (Includes International Edition)

Space	1X	3X	6X	12X
One Page	6,865	6,470	5,995	5,405
Two-Thirds Page	5,410	5,190	4,975	4,470
One-Half Page Island	4,625	4,390	4,145	3,620
One-Half Page	4,150	3,815	3,630	3,090
One-Third Page	3,125	2,995	2,890	2,475
One-Quarter Page	2,285	2,105	1,935	1,650
One-Sixth Page	1,875	1,755	1,620	1,395
One-Eighth Page	1,220	1,145	1,100	935

Inserts consult publisher

Bulk Rates

18 full pages or more, per page	\$5,090
24 full pages or more, per page	4,695
36 full pages or more, per page	4,600

Full Run

International Edition (Coverage outside the U.S.)

Space	1X	6X	12X
One-Page	\$4,110	\$3,585	\$3,190
One-Half Page	2,455	2,065	2,080

Rates based on total space used in one year from contract date.
Insert backup charge: \$175 per pg., \$225 per spd.

Printing Process

Body and cover printed sheetfed offset.

Type Page: 7 inches wide x 10 inches deep (178 x 254mm); three columns to a page; width of column 2-3/16" (56mm); depth of column 10" (254mm), trim size 8-1/4" x 10-7/8" (209 x 286mm); saddle stitch binding. All film, cuts or plates destroyed after one year unless otherwise instructed. No deduction or rebate for error in key number.

Dimensions

Space	Inches		Millimeters
	Width	Depth	
One Page	7	10	178 x 254mm
Two-Thirds Page	4-9/16	10	116 x 254mm
One-Half Page (Horizontal)	7	4-7/8	178 x 124mm
One-Half Page (Vertical)	3-3/8	10	86 x 254mm
One-Half Page (Island)	4-9/16	7-1/2	116 x 191mm
One-Third Page	2-1/8	10	51 x 254mm
One-Third Page (Island)	4-9/16	4-7/8	116 x 124mm
One-Quarter Page	3-3/8	4-7/8	86 x 124mm
One-Sixth Page	2-1/8	4-7/8	54 x 124mm
One-Eighth Page	3-3/8	2-3/8	86 x 60mm

Inserts

Furnished by advertiser (or printing quotations on request). All inserts should be untrimmed. One page inserts should measure 8-3/8" x 10-3/4" (213 x 298mm). Allow 1/8" (3mm) for head trim and side trim and 5/8" (8mm) for bottom trim. Trim size is 8-1/4" x 10-7/8" (209 x 276mm). Hold all inserts designed to fold at top, bottom or outside 1/8" (3mm) inside the trim measurements. Type matter on facing pages should be kept 1/8" (3mm) away from gutter on each page. Inserts requiring no backup should be shipped folded. Single page inserts to be backed up should be furnished flat, two up. Inserts with special folds, or those to be printed on heavy stock, should first be presented to this publication in dummy form to determine if they meet postal requirements and binding limitations. 100 pound coated (148 grams per square meter); 80 pound uncoated (120 grams per square meter); 25 x 38 basis. Quality required: 13,000 per issue. Ship inserts to IPC, 501 Colonial Drive, St. Joseph, MI 49085. Shipping label should include name of publication, name of advertiser, month of insertion and quantity of inserts.

Bleed

5% extra on space and color rates. No charge for bleed in full color four color ads. Fractional page four color bleed ads at 5% extra on space and color rates. Any advertisement exceeding 7" in width or 10" in depth (178 x 254mm) is considered bleed or over-sized. No extra charge for gutter bleed on two facing pages. Bleed pages should measure 8-3/8" x 11-1/2" (213 x 292mm) for single page; 16-3/4" wide by 11-1/2" deep (425 x 292mm) for bleed spreads. Type matter on facing pages should be kept 1/8" (3mm) away from gutter on each page. Type matter should be kept 1/8" (3mm) away from trim edges on all bleed units.

Binding: Saddle Stitch

Trim size: 8-1/4" x 10-7/8" (209 x 276mm) (Rubber World)

Color Rates

Color rates are based on a page or fraction thereof. They do not include B/W space and bleed costs.

All AAAA colors	\$980
Matched colors	1,170
4 color, per page	2,355
Color, per spread	4,015

Metallic inks: Rates on request

4-color insertion cancelable only on written notice 60 days prior to closing date.

Cover Rates

1st Cover - Not sold

2nd Cover - Earned rate plus 20%

3rd Cover - Earned rate plus 15%

4th Cover - Earned rate plus 25%

Preferred Positions

10% on space, color and bleed. 90-day notice prior to closing dates is required for cancellation.

Material Required

Preferred material is an Adobe Acrobat Hi-Res PDF. Electronic files MUST include 2 "hard copy" proofs. Include all fonts when necessary. Please call 330-864-2122 if additional "Electronic Format" information is needed. 133 to 150 screen for inside pages and cover. Body and cover printed sheetfed offset. You may furnish complete offset negatives (Electronic files are preferred over negatives), right-reading, emulsion side down, or complete positives, emulsion side up. Also acceptable - but from which best printing results are not guaranteed - are scotch prints, reproduction proofs, original plates or electros. Camera ready artwork, also acceptable, is billed at current commercial rates. Extra Mechanical work-blowups, reductions, halftones, stripping, color separations, double printing, copy or illustrations, etc. are billed at current commercial rates. Key changes at no charge. Screened material that needs to be enlarged or reduced must be accompanied by original art. Furnish advertiser's proof; otherwise reproduction quality is at advertiser's risk. For matched color pages, supply proof to permit printer to match color samples.

Classified Advertising

No agency commission. All classifications (except Positions Wanted) \$75 per one-half inch or fraction (approximately 25 words). Allow five words for Box Number Address. Uniform style-lightface type only. No boarders, ornaments, or separate headings.

Composition

No charge for normal copy to be set. Author's alterations charged at cost.

Issuance and Closing Dates

Published 12 times a year. Issued on fifth of publication month. Closing date: Last forms close 10th of month preceding publications month. No cancellations accepted after closing date. Unless change of copy is received by closing date, it is understood that copy used most recently be repeated Not responsible for changes and corrections sent in after closing date. Advertisers desiring proof or OK should request same and have material in publisher's hand 10 days in advance of closing date. If proofs of handset ads are desired for approval, copy must arrive 10 days in advance of closing date.

Agency Commissions

15% of gross billing allowed to recognized advertising agencies on space, color, bleed and position. Commission is not allowed on such other charges as classified ads, mechanical work, statistical or art services, reprints, backup charges, tip-in charge or merchandising services.

Short Rate and Rebates

Advertisers will be short-rated if within a 12-month period they do not use the amount of space upon which their billings have been based. Advertisers will be rebated if within a 12-month period they have used sufficient additional space to warrant a lower rate than at which they have been billed.

Publisher's Copy Protective Clause

Advertisers and advertising agencies assume liability for all content (including text, representation and illustrations) of advertisements printed, and also assume responsibility for any claims arising there from made against the publisher. The publisher reserves the right to reject advertisements which is not in keeping with the publication's standards. Advertisers and advertising agencies agree to indemnify and protect the publisher from any claims, damage or expense resulting from printing and publishing of the advertisement.

Mailing Instructions

Ship or email all material for reproduction (except inserts) to Michele Caprez, Rubber World, P.O. Box 5451, 1867 W. Market St., Akron, Ohio 44334-0451 - michele@rubberworld.com. (See paragraph on inserts for instructions on shipping inserts.) Please include identification ad proof with reproduction material.