

# American Fastener JOURNAL



# 2009 MEDIA KIT

*The Leading Source  
of Information for  
Fastener Professionals*

*Official sponsoring magazine of the  
National Industrial Fastener Shows*

Dear Fastener Professional,

*American Fastener Journal*, the leading source of information for fastener professionals, can help you increase profits and build awareness of your company in the fastener industry. For 25 years, we have provided advertisers the reach, frequency and depth of readership that is so important to companies as they invest their advertising dollars. Among the benefits we offer you are:

- Print plus digital version.
- Bimonthly publication reaching a readership of 48,000-plus.
- Eleven ad sizes, insert, tip-on and other custom programs.
- **AEJ Fastener Stock Index** follows the publicly traded fastener stocks.
- **The Pulse of the Industry**—Each of our six issues takes an in-depth look at the trends, economic conditions, and companies in a major fastener geographic area. Includes both editorial and advertising opportunities.
- **Rep Profile**—We profile independent fastener manufacturers' rep agencies across the United States.
- **FASTENER NEWS NOW**—Immediate posting of your news releases on our website, [www.fastenerjournal.com](http://www.fastenerjournal.com), an extremely popular section.
- **Banner Ads**—Special rates for advertisers buying banner ads on the *American Fastener Journal* website at [www.fastenerjournal.com](http://www.fastenerjournal.com).
- **Index of Advertisers** listing on the *American Fastener Journal* website with all advertisers hot-linked to their e-mail and website addresses making it easy for readers to reach advertisers.
- **Economic Forecast**—A favorite feature with *American Fastener Journal* readership for many years.
- Bonus distribution at the **National Industrial Fastener Shows East and West**, several **Fastener Distributor Association Table Top Shows**, as well as other industry trade shows, conventions and association meetings.
- **NEW! e-Zines in 2009**—Fastener product electronic magazines – watch for details.
- **[www.usfastenersources.com](http://www.usfastenersources.com)**—The ultimate fastener sourcing website.
- *American Fastener Journal* writers are internationally recognized fastener consultants, engineers, business consultants and advisors with hundreds of years of collective expertise in fastener design and application and business strategies.
- **Fastener Library** of technical articles (more than 700) available to readership.
- **Fastener Literature Profile** in the July/August issue each year.

We look forward to working with you to design a program for your company that will maximize your advertising dollars and optimize your marketing and public relations efforts.

Sincerely,

Mike McGuire  
Publisher / Editor

## ADVERTISING RATES

Proper notification will be given of any rate changes. Contracts in effect at the time of any rate changes will be unaffected for the duration of the contract. A short rate invoice will be sent to those advertisers who, within a twelve-month contract period, do not use the amount of space upon which their billings have been calculated. A rebate will be awarded to those advertisers who, within a twelve-month period, have used additional space to allow a lower rate than that for which they were invoiced. The twelve-month contract period starts with the first insertion. All rates are effective August 1, 2008.

### Black & White Rates

	1X	3X	6X
Full page	\$1725	\$1575	\$1495
2/3 page V	1475	1395	1350
1/2 page island	1350	1275	1225
1/2 page	1125	1050	995
1/3 page H & V	1050	995	975
1/4 page H & V	895	875	850
1/6 page H & V	735	675	650
Bound in or tip-on inserts	Call for quote		
Bleeds add	\$150		

### Color Rates

Black and one standard color (red, blue [cyan], yellow or green) add	\$450
Black and one custom PMS color (other than metallic) add	\$695
Four-color process add	\$650
Metallic ink add	\$850
Bleeds add	\$250

### Covers & Special Positions

Cover + 3 inside color pages	\$7800
Inside front cover add	775
Inside back cover add	750
Back cover add	950
Center spread add	1250

Reserved positions other than those specified are available at an additional charge. Call for rates and availabilities.

### Reprints

Color and/or black and white reprints are available. Minimum order is 1500. Call for rates.

### Fastener Literature Profile

In the July/August issue we run a **Fastener Literature Profile** section. Companies send us their catalog(s) or brochure(s) and a brief description and for only \$375 net per catalog/brochure run in this four-color section of the magazine. Pages are designed to accommodate eight listings per page. Only 15 companies will have their literature featured on the cover of the July/August issue for an additional \$450. Space is limited to 15 companies and will be assigned on a first-come, first-served basis. **Space deadline is May 29, 2009. Payment must accompany the insertion order.** Space is limited in this extremely popular feature of the *American Fastener Journal*.

## COMMISSION & CASH DISCOUNT

Agency commission (15%) is paid only to recognized agencies on gross billing of display space and color. Commission is not allowed on the front cover, website advertising, Fastener Literature Profile ads, or on such charges as artwork and conversions, printing, reprints, backup and special handling charges. No agency commission is allowed if full payment is not received within 60 days from invoice date. Our policy on sequential liability is that the advertising agency and/or advertiser are jointly or severally liable for all advertising invoices. Terms are net 30 days. A carrying charge of 1.5% per month will be imposed on all advertising balances not paid within 60 days of the original invoice date.

## INTERNET ADVERTISING

The *American Fastener Journal* website can be found at [www.fastenerjournal.com](http://www.fastenerjournal.com). Included on our site are selections from our current issue, general information about the *American Fastener Journal* as well as a listing of more than 700 articles which appeared in the magazine over the last 25 years, making our site incredibly valuable to readers all over the world seeking technical and industry information.

Advertisers can participate in the *American Fastener Journal* site through banner advertising. Banners cost \$100 per issue, are animated and appear on the *American Fastener Journal* home page. You must be an advertiser in the magazine and have a website to participate. Banner ads are hot linked to the advertiser's website. Advertising on the *American Fastener Journal* website is not agency commissionable. Please see rates on page 5 or call for details.

## ISSUE & CLOSING DATES

Closing date for space reservations and ad art is as follows:

	SPACE RESERVATION	AD SUBMISSION
January/February 2009	December 12, 2008	December 19, 2008
March/April 2009	January 23, 2009	January 30, 2009
May/June 2009	March 13, 2009	March 20, 2009
July/August 2009	May 29, 2009	June 5, 2009
September/October 2009	July 24, 2009	July 31, 2009
November/December 2009	September 18, 2009	September 25, 2009
January/February 2010	December 11, 2009	December 18, 2009

Closing date for ads requiring production is five working days before the above closing date.

### Ad cancellations are not accepted after closing dates listed above.

Cancellations on covers will not be accepted after the first of the month four months preceding cover date.

Previous ads will be repeated according to contract or insertion order when new material is not received by deadline.

## SUBSCRIPTIONS

Subscriptions are available for one year (6 issues) for \$59 (U.S.) or \$98 (outside U.S.). Two year subscriptions (12 issues) are \$96 (U.S.) or \$159 (outside U.S.).

## EDITORIAL CONTENT

*American Fastener Journal's* mission is to educate and inform readers on the technical aspects of fasteners and fastener applications. Business articles provide additional information for managing a profitable fastener business. In a year, the editorial content covers articles of a technical nature including quality assurance, inspections, materials, applications, standards and specifications. Fastener industry companies are featured on several of the covers. Regular features in each issue include manufacturer/supplier profiles, technical articles, Economic Forecast, business editorial, FASTENER NEWS NOW, Rep Profiles, and the AFJ Stock Index.

## EDITORIAL OPPORTUNITIES

### Manufacturer / Supplier Profile

Periodically throughout the year articles are run on manufacturers/suppliers in the fastener industry. Advise us of your interest **four** months prior to the issue in which you wish to appear to initiate discussion.

### Technical and Business Management Articles

We are always interested in technical and business management articles submitted to us which enhance and expand our readership's knowledge and education. Companies and authors receive credit at the conclusion of the article, providing another opportunity for promotion. Interested companies should contact the Publisher for more information.

### FASTENER NEWS NOW

News releases are printed in our very popular, widely read FASTENER NEWS NOW section. New product introductions, expansion or relocation announcements, promotions, new hirings, etc. are examples of the kind of news printed FREE in this section of the magazine and posted on our website. See Issue & Closing Dates for deadlines.

**Note:** *American Fastener Journal* is a copyrighted publication. Articles submitted, accepted and published become the exclusive property of *American Fastener Journal* and may not be reprinted in part or in full in any other publication without the written permission of the Publisher.

## COVER SPECIFICATIONS

Purchase of the cover is \$7800 and includes three color inside editorial pages. The cover must be four-color and designed in keeping with the overall style previously established. Materials not submitted digitally are charged at prevailing rates. Length of the three page article is generally 1800-2000 words with the use of between 4-6 photographs. Advise us of your interest **four** months prior to the issue in which you wish to appear.

### Preparation

Advertisers have the option of using their own advertising agency or having the staff of the *American Fastener Journal* prepare the cover and/or story. We have access to several excellent freelance writers and photographers. Writers generally charge about \$850-950 plus expenses. Fees for the photographer are more difficult to estimate since advertisers may require different levels of complexity in the photographic process.

### Reprints (FREE!)

Advertisers who contract for a cover are offered the opportunity for **FREE** reprints. Reprints are especially effective at trade shows and in mailings to current and potential customers. They can also be used as a new piece of literature for reps and/or sales staff to distribute to customers and prospects and numerous other uses. Minimum order is 1500.

## TRADE SHOW DISTRIBUTION

*American Fastener Journal* attends and/or exhibits at numerous trade shows and/or association meetings throughout the year. Thousands of extra copies of the magazine are distributed at these events. Events in which the *American Fastener Journal* is generally involved include the following:

Issue	Event
March/April	National Fastener Distributors Association Spring Meeting North Coast Fastener Association Meeting and Show Southeastern Fastener Association Meeting Western Association of Fastener Distributors Spring Meeting
May/June	National Industrial Fastener Show/East Mid-West Fastening Expo
September/October	Metropolitan Fastener Distributors Association Meeting and Show National Fastener Distributors Association Fall Meeting New England Fastener Distributor Association Meeting Southwestern Fastener Association Fall Meeting Western Association of Fastener Distributors Fall Meeting
November/December	National Industrial Fastener Show/West STAFDA

## CIRCULATION

### Fastener Industry Associations

Aircraft Locknut Manufacturers Association  
Brazilian Fastener Institute  
British Association of Fastener Distributors  
Canadian Fastener Institute  
China Fastener  
European Fastener Distributors Association  
European Industrial Fasteners Institute  
Fasteners Association of New Zealand  
Fastener Industry Coalition  
Fastener Institute of Japan  
Industrial Fastener Association  
Korean Fastener Institute  
Los Angeles Fastener Association  
Metropolitan Fastener Distributors Association  
Mid-Atlantic Fastener Distributors Association  
Mid-West Fastener Association  
National Fastener Distributors Association  
New England Fastener Distributors Association  
North Coast Fastener Association  
South African Fasteners Manufacturers Association  
The Southeastern Fastener Association  
Southwestern Fastener Association  
Taiwan Fastener Trading Association  
Taiwan Industrial Fasteners Institute  
Western Association of Fastener Distributors

### Distributor Associations

ISA – Industrial Supply Association  
STAFDA – Specialty Tools & Fasteners Distributors Association

### Other

Independent Fastener Distributors  
Independent Fastener Reps  
*Industrial Distribution* Magazine's Distributors  
International Fastener Machinery & Suppliers Association  
National Industrial Fastener Show/East Registration and Exhibitors  
National Industrial Fastener Show/West Registration and Exhibitors  
Industrial Directories – Nationwide

# AD SPECS

The following are the specifications for submission of digitally produced ads to *American Fastener Journal*. We hope this will be useful and answer any questions which you may have. However, if you have questions which are not addressed here, please call us.

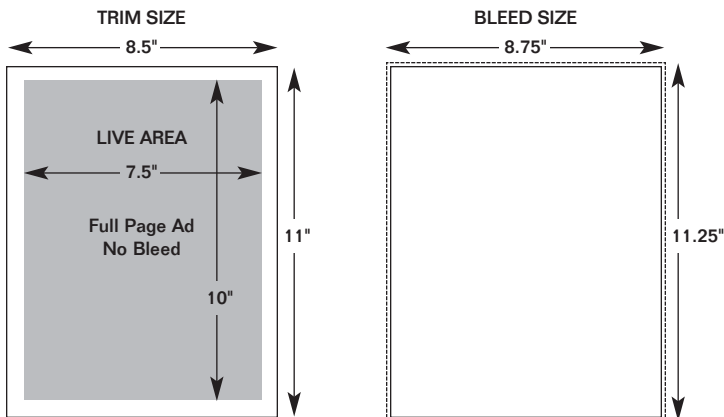
## AD SIZES

Note that page TRIM SIZE is 8.5" x 11"

SEE DESKTOP INSTRUCTIONS AT RIGHT AND DIAGRAMS BELOW TO AVOID CREATING ADS THAT ARE THE WRONG SIZE

### Standard Unit Size

	Width	Depth
Full page (no bleed) hold art to 7.5" x 10"	8.5"	11"
Bleed full page (8.5" x 11" trim, plus .125" bleed)	8-3/4"	11-1/4"
Bleed spread 2 page (17" x 11" trim, plus .125" bleed)	17-1/2"	11-1/4"
2/3 page vertical	4-1/2"	10"
1/2 page island	4-1/2"	7-3/8"
1/2 page horizontal	7"	4-7/8"
1/3 page vertical	2-1/4"	10"
1/3 page horizontal	4-1/2"	4-7/8"
1/4 page vertical	3-3/8"	4-7/8"
1/4 page horizontal	4-7/8"	3-3/8"
1/6 page vertical	2-1/4"	4-7/8"
1/6 page horizontal	4-1/2"	2-5/8"



## ADDITIONAL CHARGES

Digital material submitted which does not meet specifications or is otherwise improperly prepared and requires additional work (typesetting, design, composition, artwork, halftones or color separations) on the part of *American Fastener Journal* staff will incur a minimum charge of \$100. If changes are extensive, additional charges at the rate of \$75 per hour will be incurred. These charges are not commissionable.

Camera ready art. Additional charges will apply to all ads submitted in this format to convert them to digital files for imaging.

Requests for returning disks or other materials must be made in writing on the insertion order or contract for the current issue. A nominal shipping charge may be assessed.

## IMPORTANT!

A proof generated from the **supplied** file is **required** and must accompany the CD/file (shipped or faxed). **If no proof is supplied, we cannot guarantee that your ad will print correctly and we will not be responsible for errors.**

### MEDIA ACCEPTED

- CD-ROM
- DVD

### DESKTOP FILE FORMATS ACCEPTED

- File Formats: QuarkXPress (native), Adobe Illustrator (.eps), Photoshop, PDF
- Fonts: PostScript Type 1 (**Please, no TrueType Fonts**)

### DESKTOP INSTRUCTIONS

- Build full page ads to trim size (8.5" x 11").
- Full page non-bleed ads: hold art to 7.5" x 10".
- Full page bleed ads: extend bleed 1/8" beyond page edge. (8.75" x 11.25")
- Use stylized fonts and do not apply style attributes to basic fonts.
- Include all fonts, images/scans, logos/artwork.
- All 4-color images/scans in CMYK mode.
- Four-color solids should not exceed SWOP density of 300%.
- Include final lasers of files for black/white ads, color proof for 4-color ads.

## GENERAL INFORMATION

Publication trim size is 8-1/2" x 11". Binding is saddle stitched. Printing is offset lithography.

### DIGITAL ART CHECKLIST

- Provide all EPS, TIFF and other art files placed in the page layouts.
- Provide both screen and printer fonts. **Please do not use TrueType fonts.**
- The colors specified in placed illustrations must have the exact same name and definition as those specified in the page layout document.
- If you are submitting a 2- or 3-color ad, please set up as process color. *American Fastener Journal* is a 4-color publication. If you are placing a spot color ad, PMS color is correct.
- Live line-art scans should be at least 1000 dpi in resolution at 100%. Halftone or continuous tone scans should be at 300 dpi at actual size.
- Provide a paper laser print at 100% with crop marks and registration marks. For 4-color ads, a full color proof is preferred.

### CORRECTIONS

- When providing corrections on disk, provide laser proofs with the corrected areas clearly indicated.

## ELECTRONIC TRANSFER

Advertisers can upload to our ftp site via the *Fastener Journal* website.

- Please use compression software (StuffIt or Zip).
- Go to [http://www.fastenerjournal.com/ad\\_submission.html](http://www.fastenerjournal.com/ad_submission.html)
- Fill in the information requested.
- Password: nutsnbolts

**When submitting advertising material via our ftp site, we require that you mail or fax a proof to *American Fastener Journal*. WE ARE NOT RESPONSIBLE FOR AD PRINTING ERRORS WHEN NO PROOF IS SUPPLIED.**

## PDF INSTRUCTIONS

REMEMBER TO INCLUDE CROP MARKS AND BLEED ON FULL PAGE BLEED ADS!

Publication trim size is 8.5 x 11. Size including bleed is 8.75 x 11.25. Be sure PDF is CMYK, press quality, and fonts embedded.

Use the following instructions in Acrobat 8.0 to create press-quality pdf.

### ACROBAT 8.0 (Press)

#### ■ GENERAL:

- Compatibility: Acrobat 5 (PDF 1.4)
- Object Level Compression: Tags Only
- Auto-rotate Pages: Off
- Binding: Left
- Resolution: 2400 dpi
- Embed Thumbnails: Yes
- Optimize for Fast Web View: Yes

#### ■ IMAGES:

##### *Color Images:*

- Bicubic Downsampling at 300 dpi for images above 450 dpi (JPEG)
- Compression: Automatic
- Image Quality: Maximum

##### *Grayscale Images:*

- Bicubic Downsampling at 300 dpi for images above 450 dpi (JPEG)
- Compression: Automatic
- Image Quality: Maximum

##### *Monochrome Images:*

- Bicubic Downsampling at 1200 dpi for images above 1800 dpi
- Compression: CCITT Group 4
- Anti-alias to Gray: Off

#### ■ FONTS:

- Embed All Fonts: Yes
- Subset All Embedded Fonts Below: 100%

#### ■ COLOR:

- Settings File: None
- Color Management Policies: Leave color unchanged
- Intent: Default

#### DEVICE-DEPENDENT DATA:

- Preserve Undercolor Removal and Black Generation when Transfer Functions are Found: Yes

#### ■ ADVANCED:

- Leave defaults checked

#### ■ PDF/X:

- Nothing should be selected

## INTERNET ADVERTISING RATES

The *American Fastener Journal* online digital version can be found at [www.fastenerjournal.com](http://www.fastenerjournal.com). Please take a moment to register. Your email address will then become your LOGIN.

Going DIGITAL allows us to have a worldwide presence immediately upon publication and have more capability for our advertisers to reach their targeted audience with the DIGITAL format. See the various NEW advertising options below, like video, audio, animation, flash ads, toolbar ads, scroll bars and rotating ads, to mention just a few. The best feature is that all ads are hot-linked to the advertiser's website!

	1X	3X	6X
<b>Toolbar Content Page</b>			
Toolbar			
190 x 50 pixels: Position A or B	\$495.00	\$450.00	\$395.00
Content (top)			
190 x 50 pixels: Position C	\$595.00	\$550.00	\$495.00
Sidebars			
100 x 380 pixels: Position D or E	\$750.00	\$675.00	\$595.00
Content (bottom)			
125 x 40 pixels: Position F (Animation available POA)	\$475.00	\$425.00	\$375.00
<b>Table of Contents Page</b>	\$295.00	\$250.00	\$195.00
	1X	3X	6X
<b>Front Cover "Loading" Page</b> "Reader's First Impressions"	\$595.00	\$550.00	\$495.00
<b>AFJ Front Cover Video Page</b>	\$995.00	\$895.00	\$795.00
	+ \$150.00 set-up for each video (one-time fee)		
<b>Media Options</b>			
Audio	\$495.00	\$450.00	\$395.00
Video	\$695.00	\$650.00	\$595.00
Flash	\$395.00	\$350.00	\$295.00
(Flash animation POA)			
<b>Premium Options</b>			
Gatefolds	POA	POA	POA
Belly Bands	\$495.00	\$450.00	\$395.00
Insert Cards	\$495.00	\$450.00	\$395.00
<b>Tab &amp; Scroll Bars</b>			
1-8 Pages (per page)	\$45.00	\$40.00	\$35.00
9-16 Pages (per page)	\$42.00	\$35.00	\$28.00
17+ Pages (per page)	\$40.00	\$31.00	\$25.00
<b>Embedded Link</b>			
Per Issue of AFJ	<b>1-2X</b> \$20.00	<b>3-5X</b> \$18.00	<b>6X</b> \$15.00
<b>Link Fade</b>			
Per Issue of AFJ	<b>1-2X</b> \$195.00	<b>3-5X</b> \$195.00	<b>6X</b> \$195.00