

# American Fastener JOURNAL

## 2007 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 24 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:

- Bimonthly publication reaching a circulation of 13,000 and a readership of 45,000.
- Eleven ad sizes, insert, tip-on and other custom programs.
- **AFJ Fastener Stock Index** follows the publicly traded fastener stocks.
- NEW!** • **Metro Market Review**—Each of our six issues takes an in-depth look at the trends, business conditions, and companies in a major fastener metropolitan area.
- **Rep Profile**—We profile independent fastener manufacturers' rep agencies across the United States.
- NEW!** • **Distributor Dialogue**—A 12-question interview with fastener distributors around the country.
- NEW!** • **IFMSA**—Articles concerning fastener manufacturing machinery, equipment, and associated suppliers.
- NEW!** • **1st Annual Fastener Buyer Decisionmaker's Survey**
- **FASTENER NEWS NOW**—Immediate posting of your news releases on our website, [www.fastenerjournal.com](http://www.fastenerjournal.com).
- **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, Metropolitan Fastener Distributor Association Table Top Show, STAFDA, and IFE**, as well as other industry trade shows, conventions and association meetings.
- NEW!** • **[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 600) 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 January 1, 2007.

### Black & White Rates

|                            | 1X             | 3X     | 6X     |
|----------------------------|----------------|--------|--------|
| Full page                  | \$1600         | \$1450 | \$1400 |
| 2/3 page V                 | 1350           | 1275   | 1225   |
| 1/2 page island            | 1250           | 1175   | 1125   |
| 1/2 page                   | 1050           | 975    | 925    |
| 1/3 page H & V             | 975            | 925    | 900    |
| 1/4 page H & V             | 825            | 800    | 775    |
| 1/6 page H & V             | 675            | 625    | 600    |
| 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 | \$425 |
| Black and one custom PMS color (other than metallic) add             | \$650 |
| 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       | 700    |
| Inside back cover add        | 700    |
| Back cover add               | 850    |
| Center spread add            | 1200   |

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 1000. Call for rates.

### Fastener Literature Profile

In the July/August issue only, we run a **Fastener Literature Profile** section. Companies send us their catalog(s) or brochure(s) and a brief description and for only \$350 net per catalog/brochure run in this four color section of the magazine. Pages are designed to accommodate eight listings per page. Only 16 companies will have their literature featured on the cover of the July/August issue for an additional \$450. Space is limited to 16 companies and will be assigned on a first-come, first-served basis. **Space deadline is May 25, 2007. 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 600 articles which appeared in the magazine over the last 24 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 call for details.

## ISSUE & CLOSING DATES

Closing date for space reservations and camera-ready art is as follows:

|                        |                    |
|------------------------|--------------------|
| January/February 2007  | December 1, 2006   |
| March/April 2007       | January 26, 2007   |
| May/June 2007          | March 16, 2007     |
| July/August 2007       | May 25, 2007       |
| September/October 2007 | July 27, 2007      |
| November/December 2007 | September 14, 2007 |
| January/February 2008  | December 3, 2007   |

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 \$48 (U.S.) or \$82 (outside U.S.). Two year subscriptions (12 issues) are \$82 (U.S.) or \$139 (outside U.S.).

## 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

| Standard Unit Size   | Width   | Depth   |
|----------------------|---------|---------|
| Full page (no bleed) | 7"      | 10"     |
| Bleed full page      | 8-3/4"  | 11-1/4" |
| Bleed spread 2 page  | 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"  |

### IMPORTANT!

A proof generated from the **supplied** file is **required** and must accompany the CD/file.

### 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**)

### 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: nutsbolts

**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.**

### DESKTOP INSTRUCTIONS

- Build pages to trim size and extend bleed 1/8" beyond page edge.
- Use stylized fonts and do not apply style attributes to basic fonts.
- Include all fonts, images/scans, logos/artwork.
- All 4-color images/scans are preferred 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.

### 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 \$90 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.

## 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.

Following are the Acrobat Distiller instructions for Acrobat 6.0.

### ACROBAT 6.0 (Press)

#### ■ GENERAL:

- Acrobat 5.0 Compatibility
- 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

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## 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, Distributor Dialogue, and the AFJ Stock Index.

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## 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.

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## COVER SPECIFICATIONS

Purchase of the cover for \$7800 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 free lance 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

Advertisers who contract for a cover are offered the opportunity to purchase reprints. Reprints are especially effective at trade shows, 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 1000.

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## 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<br>North Coast Fastener Association Meeting and Show<br>Southeastern Fastener Association Meeting<br>Western Association of Fastener Distributors Spring Meeting  |
| May/June          | National Industrial Fastener Show/East  |
| September/October | Metropolitan Fastener Distributors Association Meeting and Show<br>National Fastener Distributors Association Fall Meeting<br>New England Fastener Distributor Association Meeting<br>Southwestern Fastener Association Fall Meeting<br>Western Association of Fastener Distributors Fall Meeting |
| November/December | National Industrial Fastener Show/West<br>STAFDA  |

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## CIRCULATION

### Fastener Industry Associations

British Association of Fastener Distributors  
Canadian Fastener Institute  
European Fastener Distributors Association  
European Industrial Fasteners Institute  
Fastener Industry Coalition  
Industrial Fastener Institute  
Los Angeles Fastener Association  
Metropolitan Fastener Distributors Association  
Mid-Atlantic Fastener Distributors Association  
Mid-West Fastening Association  
National Fastener Distributors Association  
New England Fastener Distributors Association  
North Coast Fastener Association  
The Southeastern Fastener Association  
Southwestern Fastener Association  
Taiwan Fastener Trading Association  
Taiwan Industrial Fasteners Institute  
Western Association of Fastener Distributors

### Distributor Associations

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  
Yellow Pages – Nationwide