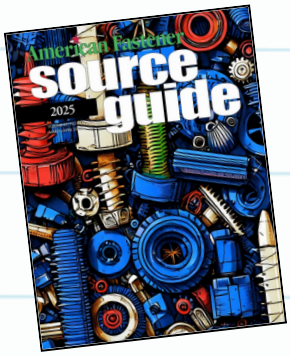
American Fastener JOURNAL

To reserve your spot or explore opportunities, contact Anna Hasman

anna@fastenerjournal.com
cell: 614-285-5150

NOVEMBER / DECEMBER 2025

FASTENER LITERATURE PROFILES ISSUE
AD CLOSING/ MATERIALS DUE: OCTOBER 24



NEW YEAR, NEW OPPORTUNITIES!

JANUARY / FEBRUARY - 2026 KICKOFF ISSUE

AD CLOSING/ MATERIALS DUE: DECEMBER 12

MARCH / APRIL - ANNUAL SOURCE GUIDE

AD CLOSING/ MATERIALS DUE: FEBRUARY 20

MAY / JUNE - FASTENER FAIR USA ISSUE

AD CLOSING/ MATERIALS DUE: APRIL 10

JULY / AUGUST - SUMMER ISSUE

AD CLOSING/ MATERIALS DUE: JUNE 19

SEPTEMBER / OCTOBER - IFE PHOENIX ISSUE

AD CLOSING/ MATERIALS DUE: AUGUST 21

NOVEMBER / DECEMBER - LITERATURE PROFILES

AD CLOSING/ MATERIALS DUE: OCTOBER 23

American Fastener Journal Ad Specs

Publication Trim Size: 8.5" x 10.875"

AD SIZES	WIDTH x DEPTH	
Full page (no bleed)*	8"	10.375"
Full page (with bleed)**	8.75"	11.125"
2-page spread w/bleed (2 pages)***	8.75"	11.125"
2-page center spread w/bleed****	17.25"	11.125"
2/3-page vertical	4.5"	10"
1/2-page island	4.5"	7.325"
1/2-page horizontal	7"	4.875"
1/3-page vertical	2.25"	10"
1/3-page horizontal	4.5"	4.875"
1/4-page vertical	3.325"	4.875"
1/4-page horizontal	4.875"	3.325"
1/6-page vertical	2.25"	4.875"
1/6-page horizontal	4.5"	2.625"

IMPORTANT REQUIREMENTS FOR ADS!

- Keep all critical elements (logos, type and any images that you do not intend to bleed) within .25" of trim size. Your live area should be 8" x 10.375". This is a print requirement to ensure clear space when pages are trimmed.
- We prefer that ads do not include printer's marks (crop marks or bleed marks). If you do use crop marks, they must be offset .125". Crop marks cannot appear within the bleed area of your ad.

* **Full-page ad without bleed**
Trim size is 8.5" x 10.875"; live area is 8" x 10.375".

** **Full-page ad with bleed**
Trim size is 8.5" x 10.875"; extend bleed .125" beyond trim = 8.75" x 11.125" ad size.

*** **2-page spread ad with bleed**
Please prepare file as two full individual 8.75" x 11.125" page ads. This measurement includes .25" bleed.

**** **2-page center spread ad with bleed**
Please prepare file as one 17.25" x 11.125" page. This measurement includes .25" bleed.

Preparing Your Ads for Print Production

- *American Fastener Journal* utilizes digital technology only.
- Magazine is printed in process color (CMYK). Be sure to convert all RGB elements (graphics and type) to CMYK.
- File formats we accept:
  - **Press-quality PDFs are preferred.**
    Please be sure that graphics and type placed in your working file are 300 dpi at full size, are converted to CMYK, and all fonts are embedded.
  - .jpg (300 dpi at 100% size and converted to CMYK)
  - .tif (300 dpi at 100% size and converted to CMYK)
  - .eps (Photoshop, Illustrator, or InDesign)
    Please be sure that graphics placed in your working file are 300 dpi at full size and are converted to CMYK, and embed all fonts or convert fonts to outlines.
- Files not adhering to above specs or not prepared to correct ad size dimensions will be unusable, and advertiser will be asked to make adjustments necessary for their ad to print correctly or will incur additional pre-press charges.
- *American Fastener Journal's* trim size is 8.5" x 10.875" and is a saddle-stitched publication.
- Full page ads are usually set up for bleed. We ask that you not include printer's marks (crops and bleed). Refer to information provided at left **(IMPORTANT REQUIREMENTS FOR ADS! and asterisked information)** and diagram on page 2.
- ONLY full-page ads and 2-page spreads may include bleed.

  All other ad sizes will not be accepted with bleed and need to adhere to dimensions in table at top left and diagrams on page 2.
- Send ad material directly to **anna@fastenerjournal.com.**

CONTACT FOR ADVERTISING

Anna Lippincott
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Phone: 614.285.5150
LinkedIn: www.linkedin.com/in/annalippincott

HEADQUARTERS

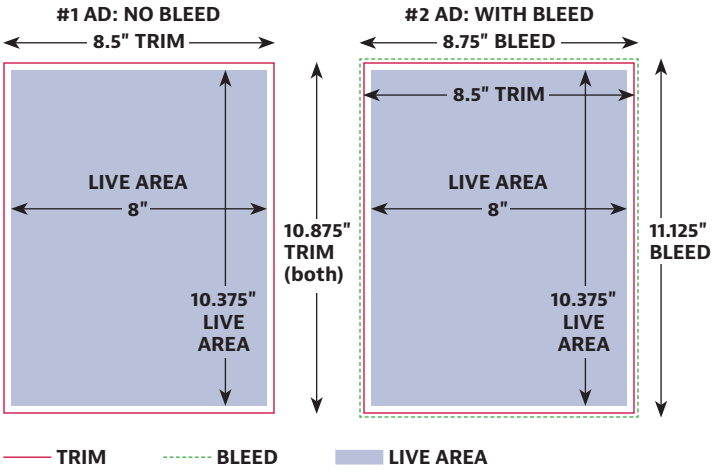
1741 Akron Peninsula Road
Akron, Ohio 44313
Phone: 330.864.2122
Fax: 330.864.5298
Web: www.fastenerjournal.com

American Fastener Journal

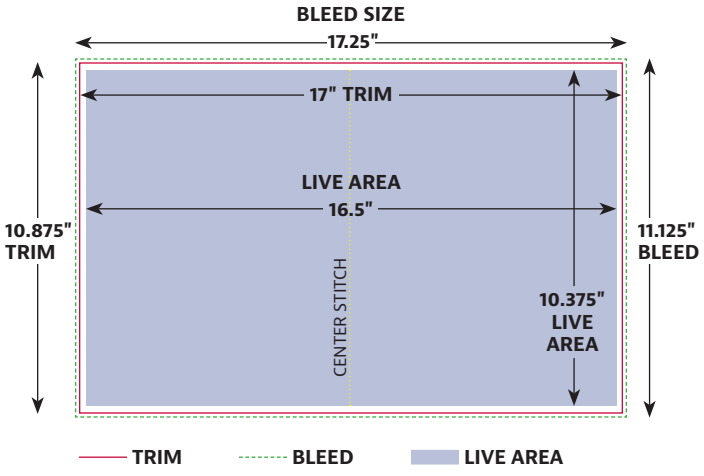
The leading source of information for fastener professionals.

American Fastener Journal Ad Specs

FULL PAGE ADS: #1 no bleed and #2 with bleed

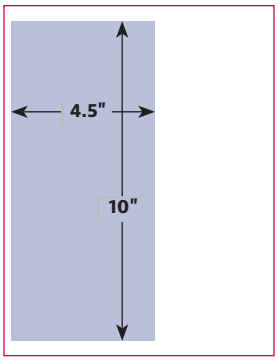


2-PAGE CENTER SPREAD AD: with bleed

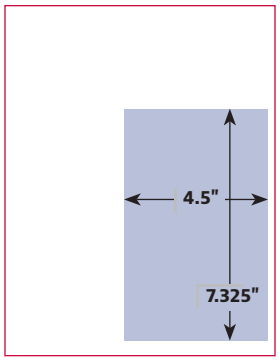


OTHER AD SIZES

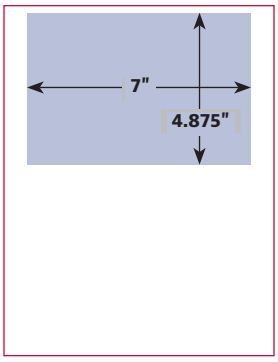
2/3-PAGE VERTICAL AD



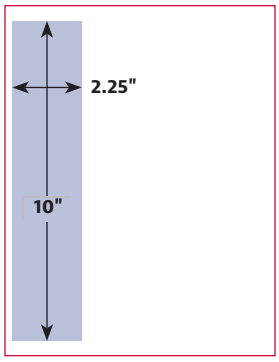
1/2-PAGE ISLAND



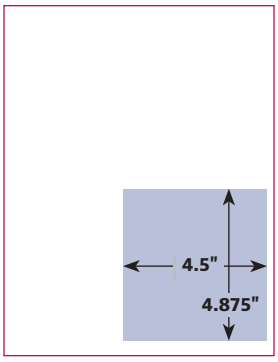
1/2-PAGE HORIZONTAL AD



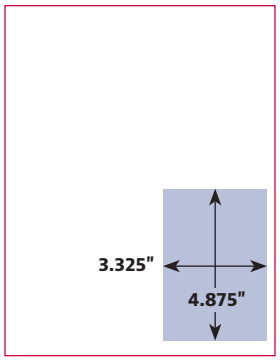
1/3-PAGE VERTICAL AD



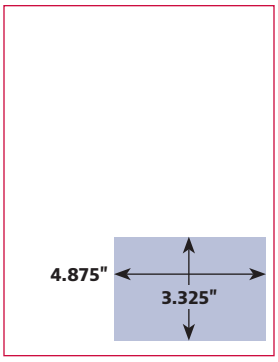
1/3-PAGE HORIZONTAL AD



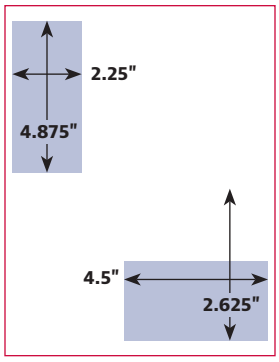
1/4-PAGE VERTICAL AD



1/4-PAGE HORIZONTAL AD



1/6-PAGE VERTICAL & HORIZONTAL ADS



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The leading source of information for fastener professionals.