

AD INSERTION ORDER

FINER POINTS

"The ONLY magazine dedicated solely to the technology and application of superabrasives."

P.O. Box 29460 Columbus, Ohio 43229 USA
 Phone: (614) 797-2265 Fax: (614) 797-2264 E-Mail: TKane-IDA@insight.rr.com

The undersigned is purchasing a _____ page ad for his/her firm at \$ _____ per issue
 for _____ times beginning with the _____, 20__ issue.
 Commissionable at 15% for recognized Ad Agencies, if invoice paid within 30 days.

Date _____ Signed by _____

ADVERTISER:

Company _____ Contact _____
 Address _____
 City _____ State/Province _____ Country _____
 Zip/Postal _____ Telephone _____ FAX _____
 Email: _____

AGENCY: _____ Contact _____

Address _____
 City _____ State/Province _____ Country _____
 Zip/Postal _____ Telephone _____ FAX _____
 Email: _____

2009/2010 ADVERTISING RATES

Please check size of advertisement desired. You will be invoiced.

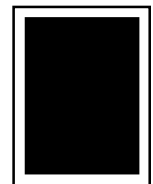
	Frequency	
	1X	4X
Full-page, 7-1/2"W x 10"H, Four Color	\$2110 _____	\$1820 _____
Full-page, 7-1/2"W x 10"H, Black/2nd 4A Color	\$1820 _____	\$1530 _____
Full-page, 7-1/2"W x 10"H, Black & White	\$1570 _____	\$1425 _____
Half-page, 5"W x 7-1/2"H, Four Color	\$1240 _____	\$1090 _____
Half-page, 7-1/2"W x 5"H, Four Color	\$1240 _____	\$1090 _____
Half-page, Either Size, Black/2nd 4A Color	\$1090 _____	\$ 950 _____
Half-page, Black & White	\$ 950 _____	\$ 875 _____
1/3 page, 2-3/8"W x 10"H, Four Color	\$1020 _____	\$ 950 _____
1/3 page, 2-3/8"W x 10"H, Black & White	\$ 875 _____	\$ 800 _____
1/4 page, 4-3/4"W x 4-3/4"H, Black & White	\$ 800 _____	\$ 730 _____
Back Cover, Full-page, Color Only	4X Only	\$2985 _____
Inside Front Cover, Full-page, Color Only	4X Only	\$2839 _____
Inside Back Cover, Full-page, Color Only	4X Only	\$2766 _____

Additional Charges (non-commissionable):

BLEED (full page - 8 3/4" x 11 1/4") \$125 additional charge _____
 PAGE SELECTION \$175 additional charge _____



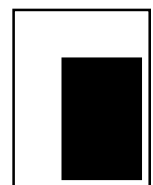
Full Page Bleed



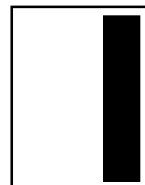
Full Page-No Bleed



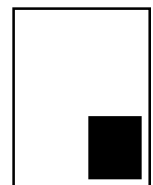
Half-Page Horizontal



Half-Page Vertical



1/3rd Page



1/4th Page

IDA MEMBER RECEIVES 10% AD DISCOUNT

Classified ad rates are Non-commissionable \$85. members/\$125. non-members _____

All 2 1/4"W x 2 1/4"H

(OVER)

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SHIPPING INSTRUCTIONS

Send all printing materials to:

Production Manager

Finer Points Magazine

P.O. Box 29460

Columbus, Ohio 43229

USA

Phone: 614-797-2265

Fax: 614-797-2264

E-Mail: tkane-ida@insight.rr.com

GENERAL REQUIREMENTS

Printing Process: Offset Full Run

Trim Size: 8-1/2 x 10-7/8

Number of Columns: 3

Binding Method: Saddle Stitched

Colors Available: 4-color process

Covers: 4-color process

Standard NON-BLEED AD PAGE DIMENSIONS

1 page 7-1/2 x 10

1/2 pg v 5 x 7-1/2

1/2 pg h 7-1/2 x 5

1/3 pg v 2-3/8 x 10

1/4 pg sq 4-3/4 x 4-3/4

***NON-Standard and Custom Ad
Dimensions per agreement***

BLEED

Safety:

Keep live matter (in inches) from bleed plate: Any edge.....1/4"

MATERIAL SPECIFICATIONS

Preferred Materials:

- 1.) QuarkXpress source file with all included art, graphics and fonts.
- 2.) HIGH resolution PDF file
- 3.) Print of "photo ready art"
- 4.) Negatives, (Right Reading Emulsion Side Down)

BLACK/WHITE AND @-COLOR

Recommended Screen : 150

FOUR COLOR

Recommended Screen: 150

PROOFING

Cromalins 1. Matchprints 1.

Rotation of colors: Black,Cyan, Magenta, Yellow. **ALL ADS MUST HAVE MATCH PRINT**

INSERTS

Copy approval of insert content is required prior to acceptance.

2010/2011 EDITORIAL CALENDAR

Planned issues, topics and closing dates:

Issue:	Editorial Feature*:	Closing
Spring 2010	Superabrasives Resource Directory	Mar 15, 2010
Summer 2010	Nano-diamond Innovations	May 15, 2010
Fall 2010	Machine Tools and IMTS Preview	Aug 15, 2010
Winter 2010	INTERTECH 2011 Program & Registration Packet	Nov 15, 2010
Spring 2011	INTERTECH 2011 Presentations Preview	Feb 15, 2011

**Editorial topics subject to change*