

## Ad Rates: 2009/2010

	Frequency	
	1 Time	4 Times
• Full Page - 7-1/2"W x 10"H - 4 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 - 7-1/2"W x 5"H - 4 Color .....	\$1240.	\$1090.
• Half-Page - 5"W x 7-1/2"H - 4 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 - 4Color .....	\$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, 4 Color Only .....	4X Only .....	\$2985.
• Inside Front Cover - Full Page, 4 Color Only .....	4X Only .....	\$2840.
• Inside Back Cover - Full Page, 4 Color Only .....	4X Only .....	\$2765.

**IDA MEMBERS RECEIVE 10% DISCOUNT  
ON ALL AD RATES**

### Additional Charges for:

Bleed (1/8" Additional on 3 sides).....	\$125 Additional Charge
Page Selection* .....	\$175 Additional Charge

\*Left or right page selection only available at discretion of the editor. Page selections will be honored when possible. If, due to makeup considerations, page selections cannot be honored, no additional charge for the selection will be made.



### Special layouts/Placements:

Negotiated per request and requirements

### Contracts:

Please contact IDA for additional copies of blank contracts or submit your insertion orders with size, color and frequency desired on your form or company letterhead.

### Commissions:

Display space only commissionable at 15% for recognized advertising agencies, if invoices paid within 30 days.

### Classified:

Classified ad rate is \$85.00 per ad (2-1/4"W x 2-1/4"H) for IDA Members; \$125.00 for non-members.

Classified advertising and additional charges are non-commissionable.



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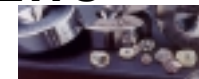
Email: tkane-ida@insight.rr.com

# FINER POINTS

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

## LEADING TRADE MAGAZINE FOR SUPERABRASIVE NEWS

Advertising buys are best in Finer Points



- The Industrial Diamond Association (IDA) was established in 1946 and is the premier Association for Companies involved with industrial diamond, cubic boron nitride (cBN), polycrystallines, CVD, diamond -like films and other materials classified as "superabrasives". *FINER POINTS* is the magazine published by the IDA and as such, is the leading publication for news on technological advancements, application development and educational programs for superabrasives. It is the only magazine in North America that focuses *entirely* on superabrasive related news.
- The IDA has made great strides in building a targeted readership of leading technologists, manufacturers, tool makers, machine builders and users of industrial diamond, cBN, CVD Diamond, Polycrystallines and other superabrasives.
- *FINER POINTS* focus is an advertiser's guarantee that the readership is seriously interested in the information (and advertising) within the pages of this publication.
- ***FINER POINTS* now on the IDA Website! DOUBLE YOUR AD REACH AND EXPOSURE!**
- Virtually everyone in the superabrasives industry receives *FINER POINTS*, plus an ever growing number of manufacturers and companies that use superabrasives products or are integrally involved in machine building, tool making, manufacturing or contractor services.
- ***Ad rates are lower than every other major publication... FINER POINTS*** is the best advertising bargain anywhere.

# Future Finer Points... Read It and Reap

*"Profits and knowledge gained from great trade journal"*

## Industry Focused

*FINER POINTS* is the quarterly publication of the Industrial Diamond Association of America. It is the *ONLY* trade publication dedicated solely to the technology, application and education of superabrasives.



## Targeted Audience

*FINER POINTS* is a paid subscription publication targeted to a selected mailing from over 75,000 qualified recipients. Finer Points audience consists of major superabrasive material and tool manufacturers along with end users that apply superabrasives in their manufacturing or service (construction, tool shops, contractors, machine tool builders, etc.) functions. Superabrasives consist of diamond and cBN in some form, either as mesh, micron, CVD Diamond, diamond-like films or polycrystalline materials as well as tools made from these products and machines or applications involved in superabrasive use.

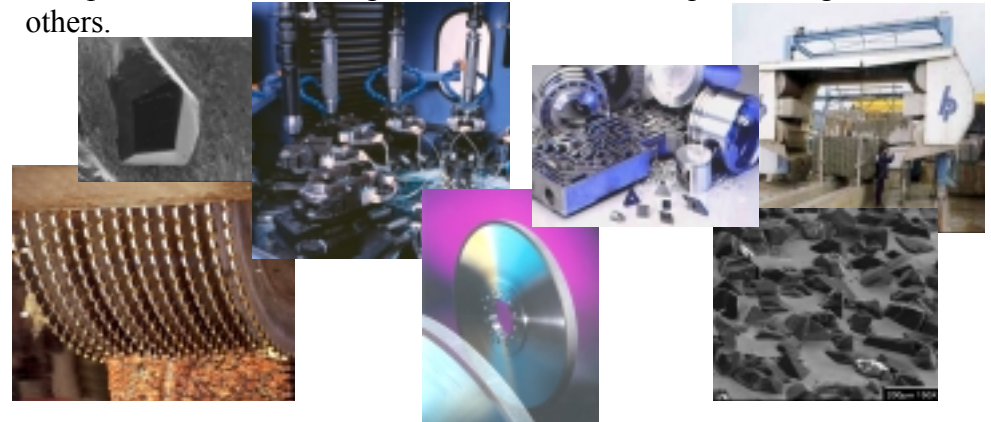
## Tool & Material Features

Superabrasive tools can be wheels, hones, mandrels, sawblades, drill bits, wear parts, wire dies, core bits, routers, loose abrasives & compounds, cut off blades, form tools, milling & turning tools, cutting tools, etc. These are applied in grinding, machining, wire drawing, cutting, sawing, drilling, core drilling, polishing and similar applications. These superabrasive tools are used on products/materials made of Concrete, Stone, High-Tech Ceramic, Carbide, Steel, Copper, Aluminum, Metal Matrix Composites, Bi-metals, Wood, Glass, Refractories, Superalloys, Iron and other ferrous and non-ferrous materials.



## Industries Served

Industries using superabrasives are woodworking, construction and renovation, automotive, aerospace, stone processing, telecommunications, automation, glass & optics, electronics, medical, heavy equipment, transportation, wire, oil & gas, ceramics, mineral exploration, gems and others.



## 2010/2011 Editorial Calendar

Each issue of *FINER POINTS* emphasizes a specific application area or topic relating to the superabrasives industry.

### *Planned Issues, Features 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*