

Buyers' Guide 2025 Edition

MAXIMIZE YOUR MARKETING INVESTMENT

This well established, highly regarded industry directory is used all year by wire and cable manufacturers, processors, distributors and users as a handy, single-source reference for the wide range of materials, machinery, equipment, suppliers and services available.

Over 1300 companies are listed in more than 1200 product categories in five sections:

- Wire Products
- Rod, Bar, & Wire, and Mill Products
- Materials, Machinery, Equipment, Suppliers, Services
- Electric Wire and Cable
- Fiber Optics

BONUS FOR DISPLAY ADVERTISERS

- **Bold faced** in Master List of Companies and Product Listings
- **"See our Ad..."** Reference
- **Unlimited Free** Product Listings
- **Complimentary copy** of 2025 Edition of the Buyers' Guide

DISPLAY AD RATES

Space Units	1X	3X	6X	9X	12X	Width & Depth
Full Page	\$ 2860	\$ 2800	\$ 2605	\$ 2455	\$ 2455	4.875 x 7.75
2/3 Page Vertical	\$ 2415	\$ 2285	\$ 2050	\$ 1955	\$ 1810	4.875 x 5.1875
1/2 Page Horizontal	\$ 1820	\$ 1735	\$ 1610	\$ 1530	\$ 1445	4.875 x 3.875
1/2 Page Vertical	\$ 1820	\$ 1735	\$ 1610	\$ 1530	\$ 1445	2.1875 x 7.5
1/3 Page Horizontal	\$ 1490	\$ 1435	\$ 1285	\$ 1150	\$ 1120	4.875 x 2.5625
1/4 Page Horizontal	\$ 1175	\$ 1075	\$ 1035	\$ 975	\$ 915	4.875 x 1.9375
1/4 Page Vertical	\$ 1175	\$ 1075	\$ 1035	\$ 975	\$ 915	2.1875 x 3.875

*Cover pricing contact the Publisher

COLOR RATES (ADDITIONAL)

Standard red, green, blue, yellow, per page or less.....	\$ 375
Matched colors per page or less.....	\$ 995
4-color process per page or less.....	\$1800

**TRIM SIZE:
5.5 X 8.5**

BLEED ADS

When preparing bleed ads, all type and portions of illustrations that are not trimmed off should be at least 1/4 (6.3 mm) inside dimensions specified for bleeds. This includes gutter bleeds. Ad should bleed 1/8 past trim on the left, right, top and bottom.

'PRODUCT LOCATOR'

Inch Ads

Inch Ads highlight and call attention to your company within the Product Category Listings of the Buyers' Guide.

DIGITAL SPECS

All advertisements are to be submitted on digital media. Files may be created in Adobe InDesign or Acrobat (PDF). Graphic files in Adobe Photoshop or Illustrator, TIFF, JPEG or EPS images may be submitted. Print ready PDF is preferred. All graphics must be a minimum of 300 dpi and all color must be CMYK. Microsoft Word, Publisher or Powerpoint files are not acceptable. A hardcopy of the advertisement must be provided.



CONTACTS

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INCH ADVERTISEMENTS

Rate Per Inch	1-2	3-5	6-8	9-11	12+
Amount	\$350	\$330	\$305	\$295	\$285
Mechanical Specifications	2.1875 X 1, 2 or 3				

CLOSING DATE

August 1, 2024

INCH ADS GET RESULTS

- Draw *ATTENTION* to your Product Listings
- **Boldfaced** listings
- Unlimited listings- minimum of 3 inch ads
- Free art service
- Complimentary copy of the 2025 WCTI Buyers' Guide.

2.1875 x 3

**USED/REBUILT
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