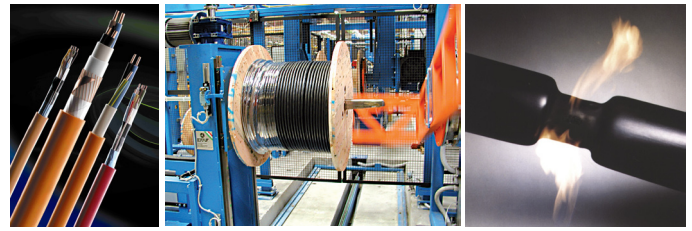


# 2024 ADVERTISING RATES



Your connection to the International Wire & Cable Industry

AD SIZE	1X	3X	6X	9X	12X
FULL PAGE	\$ 2860	\$ 2800	\$ 2605	\$ 2455	\$ 2215
2/3 PAGE	\$ 2415	\$ 2285	\$ 2050	\$ 1955	\$ 1810
1/2 PAGE ISLAND*	\$ 2195	\$ 2085	\$ 1870	\$ 1810	\$ 1755
1/2 PAGE	\$ 1820	\$ 1735	\$ 1610	\$ 1530	\$ 1445
1/3 PAGE	\$ 1490	\$ 1435	\$ 1285	\$ 1150	\$ 1120
1/4 PAGE	\$ 1175	\$ 1075	\$ 1035	\$ 975	\$ 915
1/6 PAGE	\$ 920	\$ 820	\$ 750	\$ 700	\$ 660

\* Only ad on page  
All rates, US\$, per insertion

## Color Rates

- Black and one standard or matched color, extra per page or less.....\$375
- 4-Color Process, extra per page or less.....\$995
- 4-Color Process, extra per spread.....\$1800

## Combined Frequency Credit

Your insertions in *Wire & Cable Technology International* will apply toward your frequency in the *Fastener Technology International* magazine, *Wire Forming Technology International* magazine, *Wire & Cable Technology International* Buyers' Guide and the *Fastener Technology International* Buyers' Guide.

## Special Positions

10% premium over black and white rate earned.

## Covers

Rates include 4-Color Process. Non-Cancelable

### FRONT COVER NOT SOLD

- Inside Front Cover.....\$4195
- Inside Back Cover.....\$4195
- Back Cover.....\$4460

## Advertising Material

- Preferred advertising material is a high resolution PDF.
- All graphics must be a minimum of 300 dpi.
- Color should be prepared as CMYK.
- When designing material, please incorporate the bleed dimensions as supplied under the mechanical specifications.
- Material may be submitted via email 15Mbs limit.

**Wire & Cable  
Technology**  
International

www.wiretech.com