



2021 ADVERTISING RATES

Your connection to the International Wire & Cable Industry

AD	1X	3X	6X	9X	12X
FULL PAGE	\$2595	\$2535	\$2360	\$2230	\$2010
2/3 PAGE	\$2190	\$2070	\$1860	\$1770	\$1645
1/2 PAGE ISLAND*	\$1990	\$1890	\$1695	\$1645	\$1590
1/2 PAGE	\$1655	\$1575	\$1465	\$1385	\$1310
1/3 PAGE	\$1350	\$1300	\$1165	\$1045	\$1015
1/4 PAGE	\$1070	\$975	\$935	\$890	\$830
1/6 PAGE	\$835	\$740	\$680	\$635	\$600

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

Color Rates

- Black and one standard or matched color, extra per page or less.....\$350
- 4-Color Process, extra per page or less.....\$995
- 4-Color Process, extra per spread.....\$1750

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.....\$3995
- Inside Back Cover.....\$3795
- Back Cover.....\$4070

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 max.