

# THE ILLINOIS Manufacturer

## ADVERTISING SPACE RATES 2012

Illinois Manufacturers' Association • 220 East Adams Street • Springfield, Illinois 62701 • [www.ima-net.org](http://www.ima-net.org)  
To place an advertising order, contact: Stefany Henson • Telephone 217-522-1240 Ext. 3017 • email: [shenson@ima-net.org](mailto:shenson@ima-net.org) • Fax: 217-522-2367

### FULL (4-COLOR PROCESS) SPACE RATES

| Size            | 1X        | 2X        | 4X        |
|-----------------|-----------|-----------|-----------|
| Full Page       | \$3313.00 | \$3040.00 | \$2940.00 |
| 2/3 Page        | 3113.00   | 2756.00   | 2556.00   |
| 1/2 Page Island | 2681.00   | 2490.00   | 2323.00   |
| 1/2 Page        | 2423.00   | 2256.00   | 2106.00   |
| 1/3 Page        | 2023.00   | 1890.00   | 1790.00   |
| 1/4 Page        | 1756.00   | 1656.00   | 1573.00   |
| 1/6 Page        | 1556.00   | 1473.00   | 1406.00   |
| 1/8 Page        | 1356.00   | 1273.00   | 1206.00   |

### BLACK & WHITE SPACE RATES

| Size            | 1X        | 2X        | 4X        |
|-----------------|-----------|-----------|-----------|
| Full Page       | \$2488.00 | \$2215.00 | \$2115.00 |
| 2/3 Page        | 2288.00   | 1931.00   | 1731.00   |
| 1/2 Page Island | 1856.00   | 1665.00   | 1498.00   |
| 1/2 Page        | 1598.00   | 1431.00   | 1281.00   |
| 1/3 Page        | 1198.00   | 1065.00   | 965.00    |
| 1/4 Page        | 931.00    | 831.00    | 748.00    |
| 1/6 Page        | 731.00    | 648.00    | 581.00    |
| 1/8 Page        | 531.00    | 448.00    | 381.00    |

### FULL COLOR COVERS

| Size             | 1X      | 2X      | 4X      |
|------------------|---------|---------|---------|
| 2nd or 3rd cover | 4190.00 | 3823.00 | 3523.00 |
| 4th cover        | 4573.00 | 4156.00 | 3739.00 |

### OTHER RATES – PROOFS – REVISIONS

For black ink plus one (1) process color, add \$400 to Black & White space rate.

For guaranteed position, add 10% to space rate.

Printed proofs will only be provided on request at the cost of \$50 per proof.

Revisions of an existing ad are the responsibility of the advertiser or ad agency. If revisions are done by the Illinois Manufacturers' Association, a \$50 charge will apply.

### CANCELLATIONS

In the event of cancellation of a contract, the client agrees to repay the Illinois Manufacturers' Association any discounts granted for multiple insertions less discount applicable for the number of insertions completed in the contract period. All premium positions are noncancelable. All cancellations must be received in writing prior to the advertising sales deadline.

### MECHANICAL REQUIREMENTS

| Size      | Width  | Length |
|-----------|--------|--------|
| Full Page | 7"     | 9 1/2" |
| 2/3 Hz    | 7"     | 6 1/4" |
| 2/3 Vt    | 4 5/8" | 9 1/2" |
| 1/2 Hz    | 7"     | 4 5/8" |
| 1/2 Vt    | 4 5/8" | 7"     |
| 1/3 Hz    | 7"     | 3"     |
| 1/3 Vt    | 2 1/8" | 9 1/2" |
| 1/3 Sq    | 4 5/8" | 4 5/8" |
| 1/4 Hz    | 4 5/8" | 3 3/8" |
| 1/4 Vt    | 3 3/8" | 4 5/8" |
| 1/6 Hz    | 4 5/8" | 2 1/8" |
| 1/6 Vt    | 2 1/8" | 4 5/8" |
| 1/8 Vt    | 2 1/8" | 3 3/8" |
| 1/8 Hz    | 3 3/8" | 2 1/8" |

Live area: 7" X 9 1/2"

Trim Size: 8 3/8" X 10 7/8"

Bleed Size: 8 3/4" X 11 1/4"

Halftone Screen: 133 lines up to 150 lines

### AD SUBMISSION REQUIREMENTS

Electronic artwork as a high-resolution, press optimized PDF file is preferred. Ad material on CD or via email is accepted. All disks submitted must include a print out of the ad.

If electronic, camera-ready, fully completed artwork is not available; ad composition is available by IMA in-house staff at the cost of \$50 per hour.

### TERMS

Payment due upon receipt of invoice, 2% per month interest charged on accounts over 30 days.

### INSERTS & DOUBLE PAGE SPREADS

Information and price quotes available upon request.

### AD AGENCY COMMISSIONS

All prices are net. If requested and indicated on the contract, a 15% commission/discount will be offered to advertising agencies.



For production questions or to email ad artwork, contact Stefany Henson at 217-522-1240, Ext. 3017, email: [shenson@ima-net.org](mailto:shenson@ima-net.org).