

# PRINT DISPLAY ADVERTISING

DISPLAY AD RATES (BLACK & WHITE)					
	18x	12x	6x	3x	1x
Full page	\$5,100	\$5,400	\$5,640	\$5,820	\$6,000
1/2 Island	\$3,545	\$3,755	\$3,920	\$4,045	\$4,170
1/2 Page	\$3,305	\$3,495	\$3,650	\$3,770	\$3,885
1/3 Page	\$2,770	\$2,935	\$3,065	\$3,165	\$3,260
1/4 page	\$2,055	\$2,175	\$2,270	\$2,342	\$2,415
1/6 Page	\$1,720	\$1,825	\$1,905	\$1,965	\$2,025

COLOR RATES (PER INSERTION)	
4 Color Process	\$985

"A consistent presence in *Modern Casting* is an essential tool for telling the story of our people, customers, equipment and services."

—Peter Reich, Director, LAEMPE REICH

COVER RATES	
Inside Front Cover	Earned Rate +15%
Inside Back Cover	Earned Rate +10%
Back Cover	Earned Rate +20%

Ask your representative about availability.

# PRINT SPECIFICATIONS

AD SIZES (W x D)			
Full Page	7.875" x 10.875"	1/3 Vertical	2.125" x 10"
2/3 Page	4.5" x 10"	1/3 Square	4.5" x 4.875"
1/2 Island	4.5" x 7.375"	1/4 Square	3.375" x 4.875"
1/2 Horizontal	7" x 4.875"	1/4 Horizontal	7" x 2.375"
1/2 Vertical	3.375" x 10"	1/6 Page	2.125" x 4.875"
Single Adlet	2" x 1.5"	Double Adlet	2" x 3"

**Resolution:** 300 DPI or greater. PDF/X-1a files preferred.

**Bleed:** 8.125" x 11.125", applicable to full pages only. Keep type in the live area 0.5" from bind edges (top, sides and bottom).

**Trim:** 7.875" x 10.875"

**Please do not send artwork with crop marks.**