

# 2018 EDITORIAL CALENDAR

5811 Canal Road, Valley View Ohio 44125 | PH: 800.456.0707 | FAX: 216.525.0517 | [TodaysMedicalDevelopments.com](http://TodaysMedicalDevelopments.com)

TODAY'S  
**MEDICAL  
DEVELOPMENTS**

	January/ February	March	April	May	June Reference Guide	July		August	September	October	November/ December
3D/Additive	●	●		●		●		●	●	●	●
Materials	●		●		●	●		●		●	
Grinding		●			●	●		●		●	●
Machining	●	●	●	●	●	●		●	●	●	
Cutting Tools	●				●	●		●	●	●	●
IIoT/ Industry 4.0	●			●	●			●		●	
Quality		●	●		●	●		●		●	●
Surface Finish	●				●	●		●		●	
Toolholding/ Workholding		●	●	●	●	●		●	●	●	●
Software	●		●		●	●		●		●	
Alternative			●	●	●	●		●	●	●	●
Motion/Design/ Automation	●	●	●	●	●	●		●	●	●	●
Bonus Distribution	Hannover Messe Design- 2-Part MD&M West	Design- 2-Part	Smart Mfg. Experience Rapid Design- 2-Part Ceramics Expo	Design- 2-Part	Design- 2-Part	IMTS 2018 pre-show issue Design-2-Part polybagged w/IMTS 2018 Conference Guide		IMTS 2018 show issue Design-2-Part polybagged w/IMTS 2018 Quick Guide	South-Tec Design- 2-Part	IMTS 2018 post-show issue Fabtech Design- 2-Part MD&M Minneapolis	Design- 2-Part
Closing/Material Due Dates*	1/5/18	2/2/18	3/2/18	4/6/18	5/4/18	6/1/18	6/1/18	7/6/18	8/3/18	9/7/18	10/12/18

IMTS 2018 QUICK GUIDE

\*Editorial closing is 1 month prior to publication closing dates

# 2018 RATES & SPECS

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## PRINT RATES

Frequency Discounts	1x	3x	6x	8x
Full Page	\$4,169	\$3,893	\$3,677	\$3,514
1/2 Island	2,643	2,440	2,285	2,103
1/2 Horizontal	2,526	2,379	2,228	2,049
1/3 Page	1,939	1,806	1,671	1,503
1/4 Page	1,586	1,462	1,336	1,229

Color Changes	1x	3x	6x	8x
Standard 2-color extra	595	575	550	500
For PMS spot colors, see below for matched color pricing.				
4-color process, extra	725	675	650	600

### IMTS Rates

Quick Guide	\$2,550
Conference Guide	\$3,995
Product Preview	\$2,500

### Mechanical Requirements

Saddle stitch, 3 columns to a page.  
 Paper stock: Machine coated – 50 lb body with 100 lb cover. Colors available: matched, 4-color process (AAAA-MPA). Trim size 7<sup>7</sup>/<sub>8</sub>" x 10<sup>1</sup>/<sub>2</sub>".

### Digital Files and Specifications for Print

High-resolution, press-ready PDFs are the preferred medium for advertiser-supplied, printed ad materials. Ads can be submitted via FTP upload. For more details, call Lori Skala at 800.456.0707. Progressive proofs or color keys required on all 4-color advertising.

### Special Advertising Rates

Contact the publisher or your advertising representative regarding the following special advertising opportunities:

- Web advertising on [www.TodaysMedicalDevelopments.com](http://www.TodaysMedicalDevelopments.com)
- Regional rates and mechanical requirements

### Ad Sizes (Non-Bleed)

Specifications	Width	Depth
Full Page (non-bleed)	7"	10"
1/2 Page Island	4 <sup>1</sup> / <sub>2</sub> "	7 <sup>1</sup> / <sub>2</sub> "
1/2 Page Horizontal	7"	4 <sup>7</sup> / <sub>8</sub> "
1/3 Page Square	4 <sup>1</sup> / <sub>2</sub> "	4 <sup>7</sup> / <sub>8</sub> "
1/3 Page Vertical	2 <sup>3</sup> / <sub>16</sub> "	10"
1/4 Page	3 <sup>3</sup> / <sub>8</sub> "	4 <sup>7</sup> / <sub>8</sub> "

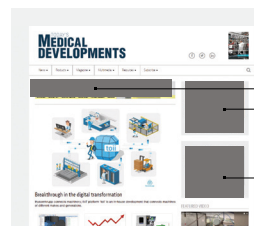
### Bleed Ad Sizes (Available at no extra charge)

Specifications	Width	Depth
Single-Page Bleeds	8 <sup>1</sup> / <sub>8</sub> "	10 <sup>3</sup> / <sub>4</sub> "
Trim Area	7 <sup>7</sup> / <sub>8</sub> "	10 <sup>1</sup> / <sub>2</sub> "
Live Area	7"	10"

*On all bleed advertisements allow 3/8" from any trim edge for live or type matter. Add 1/8" to gutter for each page on spread ads. Supply ruled proof showing crop line.*

## INTERACTIVE RATES

### WEBSITE ADS (HOME PAGE)



**Leaderboard Ad**  
 728x90 pixels  
 \$365/per month

**Buttons**  
 300x250 pixels  
 \$365/per month

### (INTERNAL PAGE)



**Category In-Line Ad**  
 300x250 pixels  
 \$365  
 Exclusive

### E-NEWSLETTER ADS



**Prime Button**  
 300x250 pixels  
 \$650/per issue

**Issue Sponsor**  
 300x250 pixels  
 \$900/per issue

**Primary Sponsor**  
 300x600 pixels  
 \$650/per issue

**Highlight Ad**  
 140x60 pixels  
 \$400/per issue

**Custom e-blast: \$1,650**