

# Magazine Print Edition Rates & Specifications

## Print Rates

4 Color	1 X	3X	6X	12X	18X	24X
1 Page	7,995	7,780	7,515	7,300	7,115	6,985
2/3 Page	6,410	6,230	5,905	5,660	5,545	5,415
1/2 Island	5,740	5,680	5,335	5,230	5,045	4,995
1/2 Page	5,330	5,255	5,125	4,955	4,870	4,770
1/3 Page	4,330	4,280	4,170	4,045	4,000	3,920
1/4 Page	3,720	3,665	3,295	3,030	2,975	2,875
1/6 Page	3,265	3,235	3,030	2,765	2,640	2,415

Covers	1X	6X	12X
Inside Front	8,190	7,615	7,500
Inside Back	8,035	7,590	7,400
Back	8,395	7,715	7,570

B & W	1X	3X	6X	12X	18X	24X
1 Page	7,390	7,125	6,880	6,700	6,400	6,240
2/3 Page	5,450	5,250	4,910	4,770	4,625	4,515
1/2 Island	4,755	4,535	4,295	4,160	4,060	3,920
1/2 Page	4,230	4,135	3,970	3,860	3,770	3,735
1/3 Page	2,985	2,865	2,740	2,650	2,553	2,470
1/4 Page	2,220	2,140	2,020	1,920	1,790	1,760
1/6 Page	1,710	1,645	1,530	1,475	1,375	1,360

Business Card Directory	6X (B/W)	6X (2c)	6X (4c)
Single Business Card	960	1,460	1,960
Double Business Card	1,920	2,420	2,920
Triple Business Card	2,880	3,840	4,800
Quad Business Card	3,840	4,840	5,840
Quint Business Card	4,800	6,050	7,300
Full Page Business Card	6,600	8,500	14,000

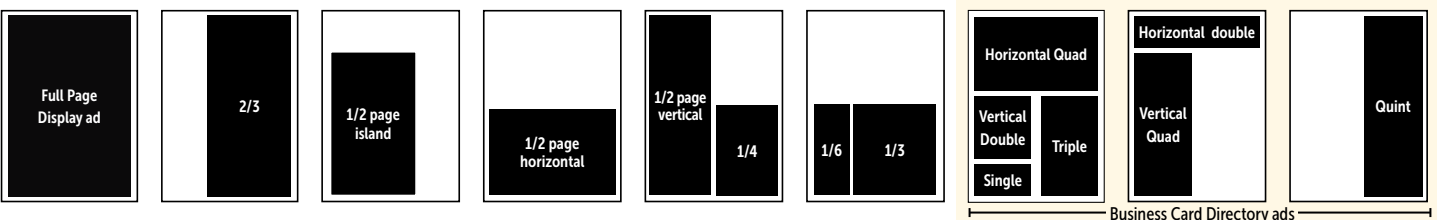
Premiums apply for PMS color match, metallic color and 2 color B & W

Supplied Inserts				
2 page	9,000		Standard	Custom
4 page	14,000	Handling	250	quoted
8 page	22,500	Tip	40/m	quoted
12 page	28,000	Holding Stitch	50/m	
16 page	36,000	Polybag	80/m	

### Insert Quantity & Shipping

Inserts must be shipped prepaid, folded, and ready for binding. Mock-up of insert must be submitted to Publisher for prior acceptance. Subject to U.S. Postal Service regulations. 70 lb. paper stock limitation. Questions? - check USPS or submit sample to Art Director, Elizabeth Fitzpatrick, [efitzpatrick@oildom.com](mailto:efitzpatrick@oildom.com)

- **Special Positioning** - Specified editorial location, multiple units requiring facing positions, consecutive right-hand pages, other specified placement: incr. 7% of space rate.
- **Combined Frequency** - Ads placed in *Pipeline & Gas Journal*, *Pipeline News*, and *Underground Construction* may be combined to determine the earned frequency rate.
- **Commission** - Agency commission - 15% of gross space and color billing, allowed for recognized advertising agencies.
- **Cash Discounts** - Terms from date of invoice.



## Print Ad Specifications

	Inches		Millimeters	
	Width	Depth	Width	Depth
<b>Publication trim size</b>	<b>7 3/4</b>	<b>10 3/4</b>	<b>197</b>	<b>273</b>
Publication trim size - live area	1/4" (6.35mm) in from trim			
Bleed ads	1/8" (3.175mm) larger on all sides			

### Ad Sizes

2 page - spread	bleed	15 3/4	11	400	280
2 page - spread	live area	14 1/2	10	381	260
1 page	bleed	8	11	203	280
1 page	live area	7	10	184	260
2/3 page - vertical		4 9/16	10	116	254
1/2 page - spread	bleed	15 3/4	5 5/6	406	142
1/2 page - spread	live area	14 1/2	4 7/8	394	124
1/2 page - horizontal		7	4 7/8	178	124
1/2 page - vertical		3 3/8	10	86	254
1/2 page - island		4 9/16	7 1/2	116	191
1/3 page - vertical		2 1/4	10	57	254
1/3 page - square		4 9/16	4 7/8	116	124
1/4 Page		3 3/8	4 7/8	86	124
1/6 Page		2 1/4	4 7/8	57	124

### Business Card Directory

Single		3 3/8	1 7/8	86	48
Double	vertical	3 3/8	3 7/8	86	98
Double	horizontal	6 7/8	1 7/8	175	48
Quad	vertical	3 3/8	7 7/8	86	200
Quad	horizontal	6 7/8	3 7/8	175	198
Quint		3 3/8	9 7/8	86	251
1 page	bleed	8	11	203	280
1 page	live area	7	10	184	260

### Materials

#### File Formats (Mac or PC):

- .PDF - Optimized for press (preferred format)
- .TIFF, .EPS, or .JPG - 300 dpi resolution

**Line Screen** - 133 lines/inch, 150 max.

**Total Density** - Not to exceed 260%

**Color** - 4/color refers to Process Color (CMYK)

For more information on print specs visit [uconline.com/advertise/printspecc](http://uconline.com/advertise/printspecc) or contact Elizabeth Fitzpatrick, [efitzpatrick@oildom.com](mailto:efitzpatrick@oildom.com)

### Closing Dates

**Orders - 16th of month preceding publication**

Following Monday if 16th falls on weekend

**Ad Materials - 22nd of month preceding publication**

Following Monday if 22nd falls on weekend