

COILWORLD

media profile 2017



Coil World is the only magazine dedicated to the world of coil coating and processing. It is your chance to cover the world of coil in a single exclusive buy. We reach a domestic and international audience of more than 9,000 readers involved in coil coating, the fabrication and distribution of pre-painted metals, as well as OEMs in appliance, automotive, construction, HVAC, metal furniture, and many other markets that use coated coil in their products.

Features

Each issue includes case history/success stories that feature coil coating operations, along with various fabrication processes of pre-painted metals. We also feature extensive coverage of Metal Service Center activities such as executive profiles, as well as service center news and success stories. Additionally we report on OEMs who have been successful in using pre-painted metals in their projects and/or products.

In addition, each issue includes the following features:

- Industry news—regulatory information, expansions, mergers & acquisitions, new contracts, etc.
- New Products—new equipment, new materials, new machinery, services, etc.
- Coil Climbers—information on new appointments, promotions, personnel movements within the industry.
- Coil Collateral—new literature announcements (brochures, catalogs, reports, etc) are offered to our readers. Non-advertisers can purchase space in this section to promote their new literature at an agency commissionable rate of \$525. Space is equivalent to a 1/6-page including a 4-color copy of the brochure with no more than 50 words of text. Consult publisher for any additional details.
- NCCA Column—In each issue, NCCA's President informs the industry of all current information affecting the marketplace.
- Inside Service Centers—In this section we feature in-depth articles on service center activities, as well as interviews with leading service center executives.
- Metal Roofing Alliance (MRA) column— MRA officials report on the growth and activities of the overall metal roofing market.

Editorial Schedule/Calendar

January / February : Closing Date: January 12

Special Feature: 2 for 1 Advertising Opportunity

Any advertiser who runs a 1/2-page ad or larger in this issue, will be entitled to the equivalent amount of space, at no extra charge. This space may be used for a company profile, or a second ad. Company profiles may include copy, photos and/or illustrations. Advertisers will be responsible for preparing their profiles. However, profiles or second ads can not exceed the amount of space contracted for.

March / April : Closing Date: March 10 (NCCA Annual Meeting)

Special Feature: NCCA Annual Meeting Issue

This issue features a preview of the National Coil Coating Association's 2017 Annual meeting scheduled to be held at Naples Grande Beach Resort, Naples, FL, April 23-26, 2017.

May / June : Closing Date: May 11

Special Feature: Coil Coater Capability Directory

This directory lists virtually all Domestic and International coil coaters, highlighting each company's operational capabilities along with key contact information at each company. Included in the issue will be highlights of the NCCA Annual Meeting.

July / August : Closing Date: July 10

Special Feature: "Who's Who of Metal Service Centers"

In this issue we feature our Annual Directory of Metal Service Centers who are actively engaged in the processing of flat rolled products and pre-painted metals. All listings include types of services that each service center performs and contact information for each company.

September / October : Closing Date: August 10 (Industry Meetings Issue)

Special Feature: CWs Annual Industry Meetings Issue

This issue of Coil World Magazine receives BONUS distribution at the three largest metalworking industry conferences / expositions reaching more than 45,000 readers. The three conference/expositions are:

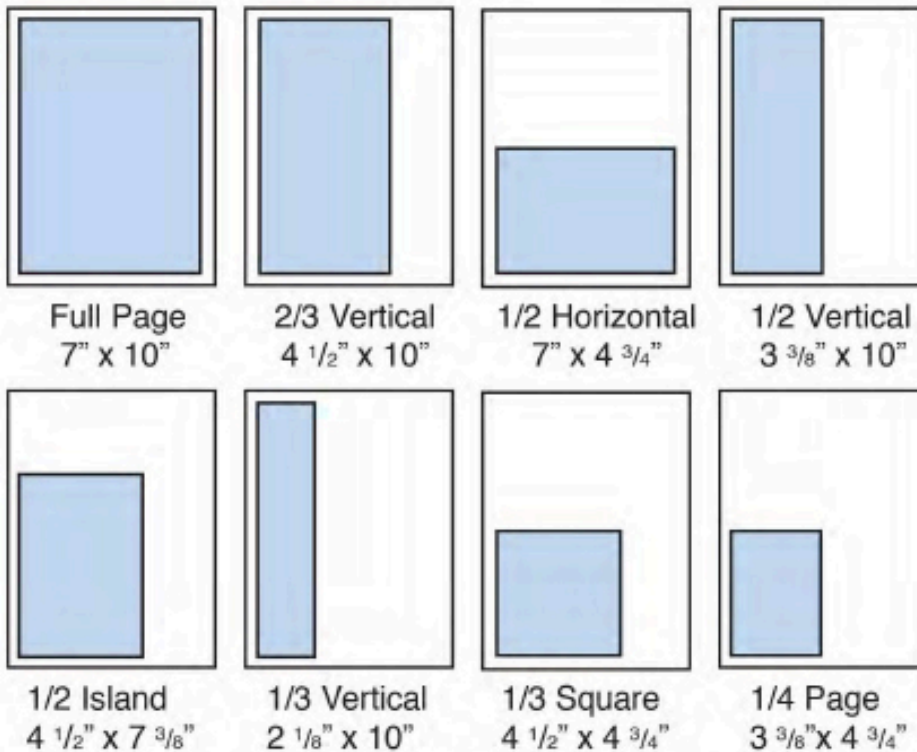
- National Coil Coating Association September 25-27, 2017 The Worthington Renaissance, Ft Worth, TX
- METALCON International October 18-20, 2017 Las Vegas Convention Center. Las Vegas, NV
- FABTECH International November 6-9, 2017 McCormick Place, Chicago, IL

November / December : Closing Date: November 3

Special Feature: Annual Equipment Manufacturer/Materials Suppliers Directory

Our directory presents a comprehensive roster of coil coating and coil processing equipment manufacturers and industry material suppliers detailing all the services that they provide to customers.

Advertising Unit Sizes (inches)



Page Dimensions: Trim size is 7 7/8" x 10 3/4". Vital material must be kept at least 1/4" away from trim edges on bleed pages. Full page bleed is 8 1/8" x 11". Spread full bleed is 16 3/8" x 10 3/4"

Closing Date: 15th day of previous month's issue.

Printing:

- SWOP standards apply.
- Printing by sheet-fed offset.
- Keep all live matter .25" within trim size.
- Add .125" to all bleed edges.

Send Production Material To:

Production Materials:
Coil World Magazine
8 High Point
Cedar Grove, NJ 07009
phone: 973.571.7155

Publication Schedule:

January/February
March/April
May/June
July/August
September/October
November/December

Inserts:

Send a sample for publisher and post office approval.

Required Material:

- Digital files, must be sent with a color proof and comply with our guidelines & requirements.
- Offset, negative film, right read emulsion side down.
- Mark for bleed and trim.
- Recommended line screen 150, minimum 133.
- Match print required with film.

Digital Requirements:

- All digital file submissions are to be submitted via Email or on non-returnable mac formatted, compact discs.
- All art placed in files, is to be CMYK, at a minimum of 266 dpi at 100% of the reproduction size (raster and vector).
- If the art is not embedded into the file it has to accompany the file it is placed in. All fonts used in files are to accompany files even if fonts have been converted to outlines.

Software Guidelines:

Coil World accepts digital files created in the following software:

- QuarkXpress: up to ver. 4.04
- InDesign: up to ver. 2
- Illustrator: up to ver. CS
- PhotoShop: up to ver. CS
- FreeHand: up to ver. MX

Publisher:

Phil Colaiacovo
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Editor:

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Agency Commission:

15% of gross billing, except mechanical charges.

Mechanical Specs & Page Rates:

insertion size	width X depth	black & white rates:		
		1x	3x	6x
Full Page	7 x 10"	\$3602	\$3485	\$3379
2/3 Page	4.5 x 10	\$3086	\$2987	\$2875
1/2 Page Isl.	4.5 x 7.5	\$2708	\$2652	\$2486
1/2 Page Vert.	3.375 x 10	\$2373	\$2263	\$2149
1/2 Page Horiz.	7 x 4.875	\$2373	\$2263	\$2149
1/3 Page Vert.	2.125 x 10	\$1701	\$1588	\$1478
1/3 Page Squ.	4.5 x 4.875	\$1700	\$1586	\$1479
1/4 Page	3.375 x 4.875	\$1365	\$1197	\$1035

Color Rates:	Classified Advertising:	Column Specifications:
2 Color:.....\$ 750	1x:.....\$110 per column inch	Column: 2.25" Width
Matched Color:.....\$ 875	3x:.....\$100 per column inch	
4-Color:.....\$1010	6x:.....\$ 90 per column inch	

WebSite Ad Rates:

Ad / Link Type	width X depth	Frequency / Rates:		
		1x	3x	6x
Main Page Banner	480 x 60 px.	\$200	\$175	\$125
Sitewide Banner	480 x 60 px.	\$150	\$125	\$100
250 x 250 Pop-ups	250 x 250 px.	\$ 75	\$ 50	\$ 25
Buttons (links)	150x 50 px.	\$ 60	\$ 40	\$ 20

COILWORLD.com

2017 Ad Rates & Sizes (Effective January 1, 2017)

Links and Banners are available for either 3 or 6 time commitment and are billed monthly. Commitments may start at the beginning of any month.

Links:

For companies who have an existing Website and place at least \$2,000 of advertising space in Coil World Magazine during 2011, a "Button" link within CoilWorld online is complimentary. For companies who have an existing website and desire to upgrade from a "Button" link and do not meet the above requirement, a graphic banner as described above within CoilWorld online can be purchased.

Banners*

A Graphic Banner is a 1.5" x .5" box which displays a company's logo. Banners offer an advertiser heightened visibility. Ten banner positions are available per page.

* Minimum banner commitment available is 3x.

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