

2017 Print Rates & Specifications

Four Color Gross Rates

Gross rates based on number of insertions within a 12-month period whether units are the same or varying sizes. No additional charge for color.

Cancellations

Cancellations must be submitted in writing and will not be accepted after the published ad deadline. Cover positions cannot be cancelled. Verbal cancellations will not be accepted.

Premium Cover Display Advertising Rates:

Covers are sold for a 6x or 12x use on a non-cancelable basis.

- Outside Back Cover - additional 15% on space
- Inside Front Cover - additional 15% on space
- Inside Back Cover - additional 10% on space

Dimensions	Wide	Deep
Full Page Live	7"	9.75"
Full Page Bleed	7.875"	10.75"
Full Page Trim	7.625"	10.5"
2/3 Page	4.5"	9.75"
1/2 Page, Island	4.5"	7.375"
1/2 Page, Horizontal	6.875"	4.625"
1/2 Page, Vertical	3.25"	9.75"
1/3 Page, Square	4.5"	4.625"
1/3 Page, Vertical	2.125"	9.75"
1/4 Page	3.25"	4.625"
Spread Live	14.75"	9.75"
Spread Trim	15.25"	10.5"

Short Rate Policy

If an advertising program is cancelled short of the minimum number of insertions required to earn the frequency rate it has been billed at, all insertions actually run will be rebilled at the frequency rate earned during the 12-month period starting with the first insertion in the program.

Magazine Trim Size: 7.625" x 10.50"

Printing process: Web offset. Keep live matter 3/16" from the trim edge. For bleed ads, keep live matter 5/16" from the bleed edge. Penton reserves the right to reduce and/or re-size any over-sized or incorrectly sized ads, to fit the ad dimensions listed.

Print advertising submission: penton.sendmyad.com

General advertising inquiry: manufacturing.penton.com/foundry

Online Specifications: foundrymag.com/specs

Help: For further technical assistance email pageflow@penton.com

Size	1X	3X	6X	9X	12X	18X	24X
Full Page	\$4,800	\$4,620	\$4,440	\$4,270	\$4,100	\$4,040	\$3,880
2/3 Page	3,850	3,670	3,540	3,400	3,320	3,180	3,060
Island	3,380	3,240	3,120	3,010	2,910	2,810	2,700
1/2 Page	2,880	2,770	2,660	2,550	2,470	2,400	2,300
1/3 Page	2,010	1,930	1,870	1,800	1,750	1,680	1,610
1/4 Page	1,580	1,520	1,460	1,420	1,360	1,320	1,270
1/6 Page	1,310	1,260	1,200	1,130	1,100	1,080	1,030

2017 Editorial Calendar

In every issue: Latest Metalcasting News / Technical Developments / Success Stories / Commentary

Only Online: **The Explainer:** Big ideas and ‘hot items’ from the wide world of manufacturing — reviewed and evaluated from the metalcasting perspective.

You Think You Know: Monthly tip-sheet (list of 6/10) new considerations on a) machine/process design, b) systems, c) materials, or d) consumables.

JANUARY - Ad Close: 12/20/16	FEBRUARY - Ad Close: 1/24/17	MARCH - Ad Close: 2/16/17
<p>Metalcasting Today 2017 Metalcasting IDEA BOOK: Annual review of critical advancements and developments in production processes reveals the factors that are shaping the future of metalcasting.</p>	<p>Metalcasting Today Casting Simulation: The challenge is not simply to anticipate pouring and solidification errors — but also to find the right approaches quickly and efficiently.</p> <p>Future Oriented Energy Management: Power-balancing, co-generation, demand management ... what more can a metalcaster do to manage the cost of powering a business?</p>	<p>Metalcasting Today Pouring Processes: Safety and speed are not in opposition, but the right equipment and process design are critical.</p> <p>Future Oriented Process Control Technology: Big Data and high tech are driving automation, IT, and process control into One Big Opportunity for better performance and productivity.</p> <p>METALCASTING CONGRESS 2017 PREVIEW</p>
APRIL - Ad Close: 3/24/17	MAY - Ad Close: 4/19/17	JUNE - Ad Close: 5/11/17
<p>Metalcasting Today Coremaking / Moldmaking: Shorter cycle times and higher volumes are the determining factors. What are the best options for success?</p> <p>Future Oriented Automotive Parts Design/ Development: As new foundries and diecasters start up, what are the operating strategies these new metalcasters use to meet their growth objectives?</p> <p>BONUS DISTRIBUTION: IndustryWeek Manufacturing & Technology Conference & Expo - May 8-10</p>	<p>Metalcasting Today Induction Melting: Controlling costs is expected: optimizing performance and minimizing disruptions are the guiding objectives. So what are the strategies?</p> <p>Future Oriented Metalcasting ERP: As metalcasting ERP platforms, improve and expand, how do performance standards adjust to match control capabilities?</p>	<p>Metalcasting Today Shakeout Systems: Throughput is just one objective: product quality, material savings, and atmospheric control are equally important.</p> <p>Future Oriented Aerospace Parts Design/ Development: The commercial aircraft market remains dynamic – and demanding. What can foundries and diecasters do hold their share of a cutting-edge market?</p>

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Only Online: **Designed for Success:** Monthly photo essay of novel/exceptional/beautiful parts designed or redesigned as complex castings.

JULY - Ad Close: 6/16/17	AUGUST - Ad Close: 7/26/17	SEPTEMBER - Ad Close: 8/24/17
<p>Metalcasting Today Finish Machining: Custom machining and finishing are increasingly important to metalcasting strategies — creating new process strategies and product standard</p> <p>Future Oriented 3D Technologies: Molds, cores, patterns, and of course prototypes. A guide to the newest technologies and their practical applications.</p>	<p>Metalcasting Today 2017 Casting Industry Suppliers Assn. Sponsored Issue: The annual guide to the metalcasting market’s most dynamic and resourceful suppliers of capital equipment, consumable products, and engineering services.</p>	<p>Metalcasting Today FM&T Hall of Honor: The annual issue that recognizes the individuals whose technical and process innovations; organizational leadership; professional and industrial standards; and personal contributions and achievements have enhanced metalcasting as a science, as an industry, and as a community.</p> <p>Future Oriented 2017 Where-to-Buy Directory: The metalcasting industry’s all-purpose guide for selecting capital equipment, software, consumables products, and services for plants and organizations.</p>
OCTOBER - Ad Close: 9/11/17	NOVEMBER - Ad Close: 10/13/17	DECEMBER - Ad Close: 11/8/17
<p>Metalcasting Today Robotics: Advances in robotics design and control technology are creating new workspaces — more creative, more flexible, and more productive.</p> <p>Future Oriented High-Tech Parts Design/Development: Electronics, defense systems, medical/surgical devices — there is a lot of opportunity in small-lot, precision manufacturing</p>	<p>Metalcasting Today Heat Treating: How do choices like material handling, atmospheres, and process controls optimize thermal processing, so that metalcasters gain the optimal results with maximum throughput?</p> <p>Future Oriented Testing/Quality Control</p>	<p>Metalcasting Today 2018 Exec Outlook Survey: What do metalcasting executives and operations managers think about the year to come? What are their investment strategies? What are their growth opportunities?</p> <p>Future Oriented Metal Filtration: What materials and techniques will reduce inclusions and improve flow control, to optimize production cost and product quality?</p>