Mechanical Specifications

**Trim Size:** 8.13 in. wide x 10.88 in. high (20.65 cm wide x 27.64 cm high)*

**Binding Method:** Saddle Stitched

**Stock:** Inside – 60 lb. Gloss No. 2 (Covers -100 lb. Gloss No 1)

**Available Colors:** Four-color process, black & white. All colors should be built in CMYK. No spot (Pantone) colors. Please convert RGB graphics yourself. When converted to CMYK, colors may tend to shift, and you can adjust them at this time.

**Resolution:** Please provide graphics with a minimum of 300 dpi. We cannot guarantee the quality of the image with anything lower.

**Preferred Material for Digital Output:** Ads need to be sent on PC-formatted computer disk, in the correct file format for output. Please send ad files in PDF or EPS format only.

When saving as a PDF, save as high-resolution or press-optimized. If you must send a file format other than those listed above, please make sure to include all fonts used to create the document. This includes the printer/screen suitcase. If a substitute font is available, it may cause the document to reflow. You may also convert all type to paths/outlines.

All graphics should be provided and linked to the document for updating when received. Do not embed graphics in the document.

**Publisher’s Services:** Art mechanicals and materials other than complete electronic files and color proofs may be subject to preparation charges. (See above description of preferred materials.)

**Inserts:** Copy and approval of insert content is required prior to acceptance. For a quote, please contact Lynne Carr, Executive Director.

**Non-Bleed Ad Page Dimensions**

- **1 page:** 7.63 in. x 10.38 in. (19.38 cm x 26.37 cm)
- **½ page island:** 4.5 in. x 7.25 in. (11.42 cm x 18.42 cm)
- **½ page horizontal:** 6.9 in. x 4.63 in. (17.3 cm x 11.76 cm)
- **½ page vertical:** 3.31 in. x 9.34 in. (8.41 cm x 23.72 cm)
- **¼ page vertical:** 3.37 in. x 4.63 in. (8.41 cm x 11.76 cm)

**Bleed Ad Page Dimensions**

Bleeds are allowed only on the following ad sizes:

- **2-page spread:** 16.5 in. x 11.13 in. (41.91 cm x 28.27 cm)
- **1 page:** 8.38 in. x 11.13 in. (21.29 cm x 28.27 cm)
- **½ page horizontal spread:** 16.5 in. x 4.63 in. (41.91 cm x 11.76 cm)

**Bleed Safety:** Keep important live matter, such as text and logos, at least 0.25 in. (0.64 cm) from all edges.

**Issuance and Closing Dates**

<table>
<thead>
<tr>
<th>Issue</th>
<th>Commitments</th>
<th>Materials</th>
</tr>
</thead>
<tbody>
<tr>
<td>Winter</td>
<td>Oct. 15</td>
<td>Nov. 1</td>
</tr>
<tr>
<td>Spring</td>
<td>Jan. 15</td>
<td>Feb. 1</td>
</tr>
<tr>
<td>Summer</td>
<td>April 15</td>
<td>May 1</td>
</tr>
<tr>
<td>Fall</td>
<td>July 1</td>
<td>July 15</td>
</tr>
</tbody>
</table>

Send all Space Reservations and Materials to
SMI Business Corp., 2001 Midwest Rd, Ste 106,
Oak Brook, IL 60523-1335
Phone 630-495-8588
Email: lynne@smihq.org
**Classified Ads**

Advertise with us:
- Used equipment and surplus materials
- Companies for sale

Classified ads may be up to fifty words, subject to editing.
$100 per ad; no display ads will be accepted for classified advertising. All ads for companies for sale must be confidential and not include company’s name; company will only be known to the SMI professional staff. All replies will go to the SMI office or a third party. Ads must be from spring companies, fourslide companies or directly related industries. Classifieds in SPRINGS will not include help wanted ads.

For more details, contact Lynne Carr at 630.495.8588 or lynne@smihq.org

Help your customers see you in 20/20!

Advertise directly to the people YOU want to reach in the industry with SPRINGS magazine!
Editorial Calendar

2020 Editorial Themes

• Winter, International Springmaking
• Spring, Generation Gaps
• Summer, Succession Planning
• Fall, How to Do Things

Advertisers interested in contributing technical articles are encouraged to contact Lynne Carr by e-mail at lynne@smihq.org or phone at (630) 495-8588.

In between trade shows:
Advertising in Springs is the best way to keep customers thinking about your company, personnel and products, and to participate in an interview.

Throughout the year:
Company and inform them of your products and services in the best way to keep customers thinking about your company, personnel and products.

Advantage of Submitting Technical Articles:

Issue Commitments: Materials

<table>
<thead>
<tr>
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</tr>
</thead>
<tbody>
<tr>
<td>Winter Oct. 15</td>
<td>Nov. 1</td>
</tr>
<tr>
<td>Spring Jan. 15</td>
<td>Feb. 1</td>
</tr>
<tr>
<td>Summer Apr. 15</td>
<td>May 1</td>
</tr>
<tr>
<td>Fall July 15</td>
<td>July 1</td>
</tr>
</tbody>
</table>

Editorial Opportunities

Each issue of Springs includes a section on editorial topics. Each issue of Springs includes a section on editorial topics.

Technology Reports: Articles relating to your area of expertise in the industry.

Features: In-depth articles interviewing industry leaders on a specific topic.

New Products and Global Highlights: Advertisers get priority placement of their product, company, and event announcements.

Editorial Topics:

- Each issue of Springs includes a section on editorial topics.
- Technology Reports: Articles relating to your area of expertise in the industry.
- Features: In-depth articles interviewing industry leaders on a specific topic.
- New Products and Global Highlights: Advertisers get priority placement of their product, company, and event announcements.

For more information about advertising your advertising program with editorial coverage in Springs, please contact Lynne Carr by e-mail at lynne@smihq.org or phone at (630) 495-8588.

In addition to our regular circulation, Springs is distributed at all the major trade shows, giving advertisers even more exposure to their customers.

Bonus distribution: In addition to our regular circulation, Springs is distributed at all the major trade shows, giving advertisers even more exposure to their customers.

2020 Editorial Calendar

July 15
Fall
Winter
July 1
Spring
Summer
Winter

Issuance and Closing Dates

<table>
<thead>
<tr>
<th>Winter</th>
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</tr>
<tr>
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<td>Jul. 15</td>
<td>July 1</td>
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</tbody>
</table>
### Editorial Calendar

- **Commission**
  - A 15% commission is allowed to recognized advertising agencies, i.e. those that comply with Springs’ standards of trade advertising service.
  - Contact Lynne Carr, executive director, at the SMI office for details: Phone 630-495-8588, Email lynne@smihq.org.

### 2020 Ad Rate Schedule

**SPRINGS is published four times a year**

<table>
<thead>
<tr>
<th>Frequency Rates</th>
<th>6 ads per year</th>
<th>4 ads per year</th>
<th>2 ads per year</th>
<th>1 ad per year</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Black &amp; White</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Full Page</td>
<td>$1,418/ad</td>
<td>$1,667/ad</td>
<td>$2,057/ad</td>
<td>$2,584/ad</td>
</tr>
<tr>
<td>½ Page Island</td>
<td>$1,032/ad</td>
<td>$1,214/ad</td>
<td>$1,497/ad</td>
<td>$1,880/ad</td>
</tr>
<tr>
<td>¹/₂ Page Vertical or Horizontal</td>
<td>$890/ad</td>
<td>$1,046/ad</td>
<td>$1,293/ad</td>
<td>$1,621/ad</td>
</tr>
<tr>
<td>¼ Page Vertical</td>
<td>$592/ad</td>
<td>$697/ad</td>
<td>$860/ad</td>
<td>$1,079/ad</td>
</tr>
</tbody>
</table>

**Color Ads**

<table>
<thead>
<tr>
<th>Four Color Process</th>
<th>Cost Per Page</th>
<th>Premium Position Rates</th>
</tr>
</thead>
<tbody>
<tr>
<td>Full Page</td>
<td>$1,153</td>
<td>Four Color</td>
</tr>
<tr>
<td>½ Page</td>
<td>$871</td>
<td>Inside Front Cover</td>
</tr>
<tr>
<td>¼ Page</td>
<td>$410</td>
<td>Outside Back Cover</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Inside Back Cover</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Page One</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Center Spread</td>
</tr>
</tbody>
</table>

- The cost of color is added onto the appropriate black & white frequency rate (above).
- Premium rates (right) include charges for four color process.
- Color ads must be accompanied by a high-quality color proof (i.e. Pictro proof, Matchprint or Chromalin). Color laser proofs are not guaranteed accurate for exact color matching.
- Colors are CMYK only. No spot (PMS or Pantone) colors or RGB, please.

### Commission

- Premium positions listed are for full page ads only.
- Advertisers must place an ad in all four issues to retain their premium positions.
- For specific positions not listed, add $730 to the appropriate full or fractional page rate.
## Space Reservation Form

### Ad Specifications:
- 1 page
- ½ page island
- ½ page horizontal
- ½ page vertical
- 2 page spread
- ½ page horizontal spread
- ¼ page vertical

### Color:
- Four Color
- Black & White

### Frequency:
- 1 ad/year
- 2 ads/year
- 4 ads/year
- 6 ads/year
- New ad
- Repeat ad from _________ issue

### Insert ads in the following issues:
- Winter 2020 (materials due Nov. 1)
- Spring 2020 (materials due Feb. 1)
- Summer 2020 (materials due May 1)
- Fall 2020 (materials due July 15)

### Copy and Contract Regulations:
All space contracted to be used within one calendar year, or frequency discount will be forfeited and ads will be billed at their actual frequency. Advertiser/agency to supply all material. Rendering bill to an advertising agency shall not release advertiser in case of nonpayment by agency. Nonpayment will result in ads being barred from *Springs* until such time that all outstanding bills are paid. Agency commission offered on space, color and position only. No commission allowed on other charges, such as insert handling, trimming and other mechanical charges. Publisher reserves the right to hold advertiser and/or its advertising agency jointly and severally liable for such monies as are due and payable to the publisher. Advertiser and agency assume responsibility for all content of advertisements printed, as well as any claims arising therefrom against the publisher. No cash discount. Net 30 days. Prepayment may be required. Publisher reserves the right to refuse any advertising. No advertiser may exceed credit limits established by the publisher.

*I understand and agree to the above contract regulations:*

<table>
<thead>
<tr>
<th>Signature (required)</th>
<th>Title</th>
<th>Date</th>
</tr>
</thead>
</table>

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**Advertising Sales - Europe**
- Jennie Franks,
- David Franks & Co.
- 63 St. Andrew's Road
- Cambridge
- CB4 1DH England
- Phone: +44-1223-360472
- Email: franksco@btopenworld.com

**Advertising Sales - Japan**
- Ken Myohdai,
- Sakura International
- 3F 4F ENDO Sakasuji Bldg., 1-7-3,
- Bingomachi, Chuo-Ku, Osaka 541-0051, JAPAN
- Phone: ++81-6-6624-3601
- Fax: ++81-6-6624-3602
- Email: info@sakurain.co.jp

**Springs Magazine**
- Lynne Carr - Advertising Sales
  2001 Midwest Road, Suite 106
  Oak Brook, IL 60523-1335
  Phone: 630-495-8588
  Email: lynne@smihq.org

**Springs Magazine**
- Gary McCoy - Managing Editor
  2001 Midwest Road, Suite 106
  Oak Brook, IL 60523-1335
  Phone: 630-495-8588
  Email: gmccoy@fairwaycommunications.com