2023 Editorial Themes

- Winter, *Plant Industrialization*
- Spring, *Cybersecurity*
- Summer, *Carbon Footprint in Spring Manufacturing*
- Fall, *SMI Turns 90!*

Advertisers interested in contributing technical articles are encouraged to contact Lynne Carr by e-mail at lynne@smihq.org or phone at 630-460-8588.

Between trade shows: Advertising in *Springs* is the best way to keep customers thinking about your company and inform them of your products and services throughout the year.

Issuance and Closing Dates

<table>
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<tr>
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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.

Editorial Opportunities

**Editorial Topics:** Each issue of *Springs* includes a section of articles that focus, in-depth, on a specific topic of interest to springmakers. Articles are written by springmakers, researchers, suppliers, government experts, market analysts and others, each giving his or her unique perspective on the theme subject matter and how it relates to spring manufacturing.

**Technology reports:** You are invited to submit a bylined article relating to your area of expertise in the industry. Articles should be original, educational and non-promotional, including relevant charts and graphics. Authors may present one or more of the following: technological developments, research, case studies, applications, “how-tos,” etc. Such articles provide useful information to the reader, as well as enhance your reputation and exposure in the industry. Articles should be at least 1,200 words in length.

**Features:** In-depth articles interviewing industry professionals on a specific topic, usually relating to the issue theme. Please inform the editor of your interest in participating in an interview.

**New Products and Global Highlights:** Advertisers get priority placement of their product, company, personnel and events announcements in all *Springs* departments. News releases should be roughly 50 to 100 words and may be accompanied by color photos (electronic or prints).

For more information about enhancing your advertising program with editorial coverage in *Springs*, please contact Gary McCoy, editor, gary@smihq.org.
**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 630-460-8588, Email lynne@smihq.org.

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**Color Ads**

Four Color Process  | Cost Per Page  
---|---
Full Page  | $1,211  
½ Page  | $915  
¼ Page  | $431  

- 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.

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**Premium Position Rates**

Four Color  | 4 issues per year  
---|---
Inside Front Cover  | $3,804/issue  
Outside Back Cover  | $3,804/issue  
Inside Back Cover  | $3,804/issue  
Page One  | $3,804/issue  
Center Spread  | $6,182/issue  

- 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 $767 to the appropriate full or fractional page rate.
**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, be 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.

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**Send all Space Reservations and Materials to**

Email: lynne@smihq.org
Phone: 630-460-8588

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**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 on the following ad sizes and a .25 in (0.64 cm) safe area should be maintained for all important advertising information such as type and logos:

- **2-page spread:**
  - Trim Size: 16.25 in. x 10.875 in. (41.28 cm x 27.62 cm)
  - Live Area: 15.75 in. x 10.62 in. (40.0 cm x 26.98 cm)*
  - Bleed Size: 16.5 in. x 11.13 in (41.91 cm x 28.27)

- **1 page:**
  - Trim Size: 8.125 in. x 10.875 in. (20.64 cm x 27.62 cm)
  - Live Area: 7.87 in. x 10.62 in. (19.99 cm x 26.98 cm)
  - Bleed Size: 8.38 in. x 11.13 in (21.29 cm x 28.27)

- **1/2 page horizontal spread (will appear at bottom of pages):**
  - Trim Size: 16.25 in. x 4.5 in (41.28 cm x 11.43 cm)
  - Live Area: 15.75 in. x 4.25 in (40.0 cm x 10.80 cm)*
  - Bleed Size: 16.5 in. x 4.63 (41.91 cm 11.76 cm)

*Note: Live area for image clearance for spreads is .25 in (0.64 cm) on top, bottom and outside trim areas. Cross over type and images into the gutter of a two-page spread should be large enough as not to compromise advertising information.

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**Issuance and Closing Dates**

**Issue Commitments Materials**

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**Space Reservation Form**

**Advertising space contract placed for:**

**Advertiser:**

**Contact for Advertiser:**

**Address:**

**City:**

**State/Country:**

**Postal Code:**

**Phone:**

**Fax:**

**Email:**

**Ad Agency:**

**Agency Contact:**

**Address:**

**City:**

**State/Country:**

**Postal Code:**

**Phone:**

**Fax:**

**Email:**

- [ ] Bill Advertiser
- [ ] Bill Agency

**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:*

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### Ad Specifications:

<table>
<thead>
<tr>
<th>Color</th>
<th>Four Color</th>
<th>Black &amp; White</th>
</tr>
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<tbody>
<tr>
<td><strong>Frequency</strong></td>
<td>1 ad/year</td>
<td>2 ads/year</td>
</tr>
<tr>
<td>2 ads/year</td>
<td>4 ads/year</td>
<td>6 ads/year</td>
</tr>
<tr>
<td>New ad</td>
<td>Repeat ad from _________ issue</td>
<td></td>
</tr>
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### Insert ads in the following issues:

- Winter 2023 (materials due Nov. 1)
- Spring 2023 (materials due Feb. 1)
- Summer 2023 (materials due May 1)
- Fall 2023 (materials due July 15)

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**Lynne Carr - Advertising Sales**  
*Springs Magazine*  
2001 Midwest Road, Suite 106  
Oak Brook, IL 60523-1335  
Phone: 630-460-8588  
Email: lynne@smihq.org

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**Gary McCoy - Managing Editor**  
*Springs Magazine*  
2001 Midwest Road, Suite 106  
Oak Brook, IL 60523-1335  
Phone: 847-372-0722  
Email: gary@smihq.org

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

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**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