Rate Card # 37 • Effective January 1, 2014

Discounts
Agency - 15% off gross rate for recognized agencies.
Membership - 6% off gross rate for NOMMA supplier members.
Early Payment - 2% discount off gross rate is allowed if payment is received within 15 days of invoice date.
(Discounts on space only for invoices paid within 30 days.)

Charges
2-Color - Add $100
Matched/Metallic Colors - Add $200
Bleeds: Free!
Ad creation and changes: $75/hr, billed by tenth of hour.

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<td>350</td>
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Extra charge for premium placement (see back pg.)

Send all advertising materials to: fabricator@nomma.org
Send all editorial to: todd@nomma.org • FTP: Call or email first • Surface address: Fabricator, 805 South Glynn St., Ste. 127, #311, Fayetteville, GA 30214 • Questions? Sherry Theien (stheien@att.net, 815-282-6000).
Advertising Materials
All ads should be submitted as a press-quality PDF (CMYK with fonts embedded).
Preferred format: PDF/1Xa
Other accepted formats:
QuarkXpress (include all fonts and graphics)
InDesign (include all fonts and graphics)
Photoshop
Illustrator
TIF (text is slightly degraded)
EPS
JPG (with correct resolution - 266 dpi)

Formats NOT accepted:
Microsoft Word • Microsoft PowerPoint
Microsoft Publisher

Image Resolution Notice
Preferred image resolution: 266 - 300 dpi
Note that we frequently receive ads that contain artwork pulled from websites. These lower resolution images (72 dpi) will result in degraded quality.

Match Proofs
While the vast majority of PDF ads reproduce just fine, we CANNOT GUARANTEE a color match unless a proof is provided. Ads submitted without a proof are not entitled to a credit for color issues.

Printing: Web Fed Binding: Perfect Bound

Every issue of *O&MM Fabricator* also includes articles on design, fabrication, finishing, and installation.

### Editorial Statement:
*O&MM Fabricator* is specifically targeted to the owners and managers of ornamental and miscellaneous metal fabrication shops. Articles cover fabrication techniques, member spotlights, job profiles, business issues, trends, and industry news. The magazine’s goal is to help fabricators improve their business by publishing articles that educate, inform, and inspire.

### Circulation and Distribution:
**Circulation:** 8,000
Ninety-nine percent of circulation is domestic. Approximately 90 percent of the magazines are distributed to metal fabrication firms and about 10 percent go to industry suppliers. Sworn circulation statements are provided to Standard Rate & Data Service (SRDS).

**Delivery Breakdown:**
About 7,500 issues are mailed bulk. The remaining 500 magazines are distributed via supplier showrooms, chapter meetings, and special events (AFA, METALfab, blacksmithing events, blacksmithing schools, etc).

**Frequency:**
*O&MM Fabricator* comes out the 15th of every other month. The magazine is mailed bulk rate from Hanover, NH.

**Comp Magazines:**
All advertisers and their agencies automatically receive a complimentary subscription.
Short Rates & Rebates
Advertisers failing to use (within a 12-month period) the amount of space on which rate was billed will be short rated to the appropriate rate for space actually used. Use of additional space (beyond that on which rate was billed) within a 12-month period will earn a rebate to the appropriate lower rate.

Rate Protection
Rates are guaranteed for the duration of the contract.

Position Premiums (Cover Rates)
Advertisers may contract for inside front, inside back and outside back cover when available.

Inside Front: Add $250  Page Three: Add $200
Inside Back: Add $200  Center Page: Add $200
Outside Back: Add $300

Any other space will be guaranteed for a 5 percent premium. 
Grandfather Clause: Advertisers who hold a premium or guaranteed position have “first rights” to keep the position when their contract expires.

Agency Commissions
Commission of 15 percent to recognized agencies on space only provided account is paid within 30 days of invoice date. No commission allowed on current billings until all past due amounts are paid. Agencies not recognized on accounts 90 days or more past due. No commission allowed on production charges.

Notes to Agencies
Agencies that claim the 15 percent agency discount but provide ads that are NOT completely camera-ready will be charged at hourly production rate. If an agency specifies that client is to be billed directly, then the client must sign the contract or else provide a signed letter agreeing to such an arrangement.

Payments
Payment due within 30 days of invoice date. A 2 percent discount is allowed if payment is received within 15 days of invoice date. Past due accounts of 60 days or more shall accrue interest at the rate of 1.5 percent per month or 18 percent per annum. Advertising will be discontinued on accounts 60 days or more past due. Advance payment is required on accounts with an unsatisfactory credit history. Advertiser shall be liable for collection / legal fees incurred by the publisher in collection of past due accounts.

Publisher’s Protection Clause
Advertisers/agencies assume liability for content of advertisements as well as any claim arising there from made against publisher. Publisher will reject advertising that is not in keeping with Fabricator’s standards. Advertisements are accepted on the basis that the product/service is properly described, is available as advertised and will be sold at the price and conditions as stated. The word “advertisement” is to be included on all editorial advertisements.

Advisory Council
Editorial is kept on track with the help of an Advisory Council made up of respected industry leaders.

Classified Ads
Classified Ads are no longer available in O&M Fabricator. However, you are welcome to place a free ad on our online forums. To place your ad, visit the NOMMA website (www.nomma.org) and click on “Career Center.”

Outserts
NOMMA’s outserts (loose pieces included with Fabricator magazine) program is available to existing advertisers only. Prices below do not include printing:

2-Sided Outsert = B/W Full-Page 1X Rate + $400
4-Sided Outsert = B/W Full-Page 1X Rate + $600
6-Sided Outsert = B/W Full-Page 1X Rate + $800
8-Sided Outsert = B/W Full-Page 1X Rate + $1,000

Notes & details

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Online Advertising
Positions are available on the NOMMA home page and in the online Buyer’s Guide section.

NOMMA Buyer’s Guide
Enjoy year-round shelf life by advertising in your Buyer’s Guide.

METALfab Exhibitor
Reach ornamental and miscellaneous fabricators from around the country — exhibit in the annual METALfab trade show.

METALfab Sponsorship
Receive added exposure at METALfab by becoming a sponsor.

Foundation Supporter
Support the NOMMA Education Foundation, which is dedicated to providing education and research services for the industry.

For more information on the above opportunities, contact: fabricator@nomma.org or call 888-516-8585, ext. 101.
NOMMA Buyer’s Guide

Advertise in the 2014 NOMMA Buyer’s Guide

Deadline: November 30, 2013

To advertise in the Buyer’s Guide please fill out the form below. The directory, which is designed for day-to-day shop use, is mailed to all NOMMA members and is sold to the industry.

Additional Benefits:
Receive a “See Our Ad On Page ??” next to each listing.
Receive an additional listing that includes your website in the Ad Index.

Other NOMMA marketing opportunities:
Advertise in O&MM Fabricator • Exhibit at METALfab • Become a Nationwide Supplier Member

Rates

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Premium Positions
 Inside Front: Add $200
 Inside Back: Add $150
 Outside Back: Add $250 (SOLD)
 Page Three: Add $150
 Center Page: Add $150

Reservation for cover rates is based on first-come, first serve basis with receipt of signed contract.

Discounts: 15% agency, 6% NOMMA member.
For 2-color ads and typesetting services, please call for prices.

Ad Size | Dimensions
--------|------------
Full Bleed | 8½” x 11½”
Full Page | 7” x 9½”
2/3 Vert. | 4½” x 9½”
2/3 Horiz. | 7” x 7”
1/2 Vert. Tall | 3½” x 9½”
1/2 Vert. | 4½” x 7½”
1/2 Horiz. | 7” x 4½”
1/3 Horiz. | 4½” x 4½”
1/4 Vert. | 3½” x 4½”
1/4 Horz. | 4½” x 3½”
1/6 Vert. | 2½” x 4½”
1/6 Horz. | 4½” x 2½”

Sizes and production specs are the same as Fabricator magazine. Refer to the Fabricator media kit for details.

Deadline: Nov 30

Yes! Please reserve my ad space for the NOMMA Buyer’s Guide.

COMPANY INFORMATION:
Contact: ____________________________________________________________
Company: __________________________________________________________
Address: ___________________________________________________________
City/State/ZIP: _______________________________________________________
Phone: _____________________________________________________________
Fax: _________________________________________________________________
Email: ______________________________________________________________
Signature: __________________________________ Date:______________________

I request that you run advertising at the prices shown.

Please Circle as Needed
Ad Size: Full 2/3 1/2 1/3 1/4 1/6
Dimension: Horizontal Vertical
Color: B&W 4-Color
Print Rate: $__________

Discounts (include all that apply)
15% Agency Discount: $__________
6% Member Discount: $__________

TOTAL: $__________

Send completed form with payment to: NOMMA • 805 South Glynn St., Ste. 127 #311 • Fayetteville, GA 30214 • Phone and fax: (888) 516-8585 • Email: stheien@att.net