

International Manufacturers and Distributors of Flatbed, Multi-Contour and Rotary Die Cutting Systems

PAGE ADVERTISING RATE CARD

Rates issued as of February 16, 2001

PAGE ADVERTISEMENTS - SIZES

Width & Depth		
Full Page	Full Page 7" x 10"	178 x 254mm
horizontal	Half Page 7" x 4-7/8"	178 x 124mm
Bleed		
Full page	8-1/4" x 11-1/8"	210 x 283mm
Spread (each page)	8-1/4" x 11-1/8"	210 x 283mm
Gutter spread (each page)	7-1/2" x 10"	191 x 254mm

MATERIALS REQUIRED

The publication is prepared using Adobe InDesign™ page layout and graphics software and printed by web fed offset. **It is preferred that all advertisements be submitted in .eps, .pdf or .tiff graphics file formats.** If other material is furnished, the material will be scanned to convert to a .tiff graphic file. Conversion charges will be billed to the advertiser at cost plus 10%.

International Manufacturers and Distributors of Flatbed, Multi-Contour and Rotary Die Cutting Systems is published on an annual basis.

PAGE ADVERTISING RATES

BLACK & WHITE

Full Page: <i>Inside front cover, inside and back side of back cover</i>	US\$ 1900.00
Full Page: <i>Inside pages</i>	US\$ 1600.00
Half Page: <i>Horizontal</i>	US\$ 1000.00

COLOR

Per page or fraction, in addition to above B/W rates above

Standard AAAA colors	US\$ 300.00
Matched colors	US\$ 375.00
Full page - 4 color	US\$ 650.00
Half page or less - 4 color	US\$ 550.00

Furnish match prints or similar proofs. Off-set proofs must comply with S.W.O.P. standards. Advertiser will be charged for any preparation work to prepare 4 color films, if not supplied with an order.

SCREENS

B/W, 2 Color or Screen	120 line recommended
4 Color or Screen	133 line recommended

DENSITY

Inset halftones in solid areas should not be more than 85% value or less than 20%. Density of tone in two-color printing should not exceed 160%; four-color maximum, 260%.

TERMS OF SALE

Terms: Net 30 days from date of invoice with credit approval.

COMMISSION & CASH DISCOUNT

- No Cash Discount
- Net 30 days from date of invoice
- Agency Commissions: 15% allowed only to accredited agencies that provide insertion orders for their clients for page advertising. Agency commissions are payable provided that the account is paid within Terms of Sale.

Invoices will be issued on date of publication. Advertisers and advertising agencies are jointly and severally liable for payment.

GENERAL INFORMATION

Acceptance of orders and contracts are subject to the publisher's approval. Advertising is accepted with the understanding that the advertiser or his/her agency agrees to indemnify the publisher against any expenses or claims resulting from unauthorized use of any name, product, photograph, copyrighted material or patented article in said advertiser's advertisement. In case advertising orders do not agree with the provisions of this card, these official rates and regulations will prevail. Cancellation of advertisements will be accepted only if received in writing or by fax 30 days in advance of the publication date. Preferred position orders are non-cancelable.

Right to Refuse - The publisher reserves the right to refuse any advertisement that, in his or her opinion, is unethical, makes extravagant claims, misrepresents, is unfair or harmful to other advertisers, violates postal or U.S. Currency regulations or is unsatisfactory to him or her personally.

Rate Policy - Publisher reserves the right to increase rates with a 90 day notice. If such an increase is unacceptable to advertisers, they may cancel their contract.

Materials - All artwork or graphic files used in production of advertisements will be returned to the advertiser upon request or destroyed 12 months after use.

MAILING INSTRUCTIONS

Send all correspondence, insertion orders, advertising materials, copy, graphic files and negatives to:



Larson WorldWide, Inc.

95 Mount Blue Street Norwell, MA 02061-1015 U.S.A.

Tel: 1-800-229-3346 or +1 781 659-2115

Fax: +1 781 659-2411 Email: larson@dieco.com

Website: www.larsonworldwide.com

May we suggest that you also consider promoting your products and services in

DDIN International

DDIN International Marketplace Directory

www.dieco.com Dieco Marketplace