



## Select Multiple Products to Receive **DISCOUNTS**

Promote your marketing message in multiple ways – integrating your message by being in print, online and the digital edition is much more effective than a standalone ad. Plus, by adding multiple products to your program, you'll earn discounts through the ASSEMBLY Discount Program:

- Accumulate points by purchasing multiple products
- The more points you earn, the bigger discount you'll receive!



## 2013 Discount Rate Structure (NET)

PRINT* 4 color	Base Rate	5 Points 15% Discount	9 Points 25% Discount	14 Points 35% Discount	21 Points 40% Discount
Full Page	\$9,170	\$7,795	\$6,880	\$5,960	\$5,505
2/3-Page	\$7,160	\$6,080	\$5,370	\$4,650	\$4,300
1/2 Page Island	\$6,695	\$5,695	\$5,025	\$4,355	\$4,020
1/2-Page	\$5,150	\$4,380	\$3,865	\$3,350	\$3,090
1/3-Page	\$4,225	\$3,590	\$3,170	\$2,745	\$2,535
1/4-Page	\$2,990	\$2,540	\$2,245	\$1,945	\$1,795

\*Every display ad regardless of size earns one point. Subtract \$750 for B/W rates.

### ADDITIONAL PRODUCT RATES

Integrated Showcase	\$1,250
How-to Guide	\$3,100
Product Reviews	\$835 (1-3x rate) \$725 (4-5x rate)  \$625 (6x rate)
Medical Observation	\$1,250

	full-page	1/2-page	1/4-page
Wire Processing Supplement 1x	\$2,075	\$1,315	\$980
Wire Processing Supplement 3x	\$1,960	\$1,215	\$880

### VIRTUAL TRADE SHOW

Virtual Booth	\$1,499 net (unlimited)
Live Webcam Virtual Booth	\$2,199 net (unlimited)
<b>Sponsorship Opportunities</b> (all packages include a virtual booth)	
Event Sponsor	\$7,499 net (4 available)
Keynote Sponsor	\$3,900 net (3 available)
Webinar Sponsor	\$4,999 net OR \$6,999 (6 available)
How-to Podcast Sponsor	\$2,199 net (4 available)
Manufacturing Showcase Theatre Sponsor	\$2,199 net (10 available)

### CLASSIFIED ADS

1x	\$200
3x	\$190
6x	\$185
9x	\$180
12x	\$160
18x	\$145
24x	\$135

### Digital Media Product Rates available by request.

**Special Position Rates** – 10% premium

**Agency Commission** – Net rates already include a 15% agency discount.

**Payment Terms** – Invoices are payable in U.S. Funds only, net 30 days. 1-1/2% per month service charge thereafter (1/2% in Texas). Advertisements originating outside of the U.S. must be prepaid. Extension of credit is subject to the approval of the Credit Department. First time advertisers will be required to provide credit information or prepayment at the start of their advertising program. Publisher reserves the right to hold advertiser and/or agency jointly responsible and severally liable for money due and payable to the Publisher. Should it become necessary to refer any outstanding balance to an outside agency or attorney for collection, customer understands and agrees to pay all collection costs, including finance charges, court costs and attorney fees.

## ASSEMBLY DISCOUNT POINTS

program offers you discounts when you choose multiple products for your advertising program. Accumulate more points to get more discounts!

### Print Advertising Unit Sizes

Pages are two columns of 3 5/16" or three columns of 2 3/16".

<b>Spread</b> 15" x 10"		<b>Full</b> 7" x 10"
<b>2/3 V</b> 4.563" x 9.75"	<b>1/2 V</b> 3.375" x 9.75"	<b>1/2 H</b> 7" x 4.75"
<b>1/2 Is</b> 4.563" x 7.375"	<b>1/3 V</b> 2.188" x 9.75"	<b>1/3 H</b> 7" x 3"
<b>1/3 Sq</b> 4.563" x 4.75"	<b>1/4 V</b> 3.375" x 4.75"	<b>1/4 H</b> 7" x 2.25"

Specs available online at [www.assemblymag.com](http://www.assemblymag.com)

### SEND AD MATERIALS TO:

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