



Wanted: Advertisers seeking decision-makers

When you're looking for your next star employee, special materials, or a buyer for your equipment, you need classifieds that reach decision-makers. AMM Classifieds deliver by connecting you with thousands of industry professionals each day through its daily electronic issue, print magazine, and on its website.

AMM's daily and print publications, which reach over 6,500⁸ paid subscribers, feature Classified sections strategically positioned to increase the likelihood that your ad will land an audience. And since more than half of AMM subscribers report passing along their print issues to colleagues, your message will stretch even further. In addition, the Classifieds located on AMM's website—which averages about 40,000 visitors a month⁹—is accessible by anyone. So your message will reach well beyond AMM's subscriber base.

⁸ Based on June 2009 BPA statement

⁹ Based on average website traffic from Google Analytics reports from March, April and May 2009

2010 RATE CARD CLASSIFIED ADVERTISING

Print/PDF Editions	1x	3x	5x	13x
Standard Rate per inch	\$120	\$105	\$100	\$80
Help Wanted Rate per inch	\$165	\$145	\$130	\$120
Print/PDF Editions	26x	52x	104x	156x
Contract Rate per inch	\$80	\$70	\$65	\$60
Daily Rate	Rate per inch (1 inch min.)			\$55
Auction Ads	Open Rate		Full Price	
Standard Rate per inch	\$105		\$75	
Online Ads	Print		Weekly	
Standard Rate	\$735		\$315	
Business Card Ads 6x	Standard Rate		\$480	

Options

Add a link to your daily pdf ad: \$31.25
 Add a second color to your ad: \$60/insertion
 Publishers box # service charge: \$60
 Commission to recognized agents: 15%

Pre-payment is required for all classified advertising.
 Publisher reserves the right to refuse any advertising.

Print Column Widths: PDF Column Widths:

1 column: 2.3" 1 column: 1.88"
 2 columns: 4.8" 2 columns: 3.89"
 3 columns: 7.3" 3 columns: 5.9"
 4 columns: 7.9"

AD SPECIFICATIONS

Print Edition

For best results, create a print-resolution PDF. You may also provide a high resolution InDesign, Photoshop, or Illustrator EPS or TIFF file. Ads created in PageMaker, MS-Publisher, CorelDraw or other applications not mentioned above may not be useable. Use process CMYK colors (not RGB, spot or index colors). All images must be at least 266dpi; do not enlarge 300dpi images more than 112%. All ads must be accompanied by a proof. Contact AMM for complete production specifications.

PDF Edition

Ads must be created using only Arial, Helvetica or Times fonts. Graphics are limited and inclusion is not guaranteed. Image files should be submitted as Adobe Illustrator EPS files for best reproduction. Minimum ad size is 1 col x 1". Minimum type size is 8 pt.

Deadline

The deadline for all advertising copy and material is 12:00 Noon ET, three working days prior to publication date. No advertising may be cancelled after this time.

Contact

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