

FUNDAMETALS

A Newsletter for the Metal Decorating & Packaging Industry

2021 ADVERTISING RATE SHEET

PUBLISHER / ADVERTISING

The International Metal Decorating & Packaging Association
PO Box 992 Sykesville, MD 21784 USA
410-252-5205 • www.metaldecorators.org
E-mail: info@metaldecorators.org • Contact: Michael Masenior

FundaMetals, published by the International Metal Decorating and Packaging Association, is distributed four times a year to over 1400 association members and industry professionals around the world.

The newsletter is a published educational tool designed to deliver detailed technical information, to improve efficiencies, to enhance job knowledge, to communicate membership information, and to advise the industry of educational seminars.

PUBLICATION AD SUBMISSION DEADLINES

First Quarter Deadline: February 12, 2021
Second Quarter Deadline: April 16, 2021
Third Quarter Deadline: July 16, 2021
Fourth Quarter Deadline: October 15, 2021

ADVERTISING RATES

Full Color, 4-Color Process (CMYK)

Frequency / Rate Per Issue

Page Size	1X	2X/3X	4X
Full Page	850	800	750
1/2 Page	500	450	400
1/4 Page	400	350	300
1/8 Page	300	250	200

The IMDPA will invoice for advertising.
Please supply billing contact information.

AD PREPARATION CHARGES

Artwork or typesetting requested by advertisers subject to additional charges – ask for a quote.

Company: _____

Contact Name: _____

Phone: _____

Email: _____

Billing Address: _____

City: _____ State: _____ Zip: _____ Country _____

Payment Enclosed (Mail to IMDPA address above) Please Invoice

Submit order form to: advertise@metaldecorators.org

To Pay by Credit Card, contact: Michael Masenior @ 410-252-5025

Send artwork to: advertise@metaldecorators.org (under 10MB) or send large files via Dropbox or Google Drive Shared links.

ARTWORK SPECIFICATIONS

Email artwork to advertise@metaldecorators.org

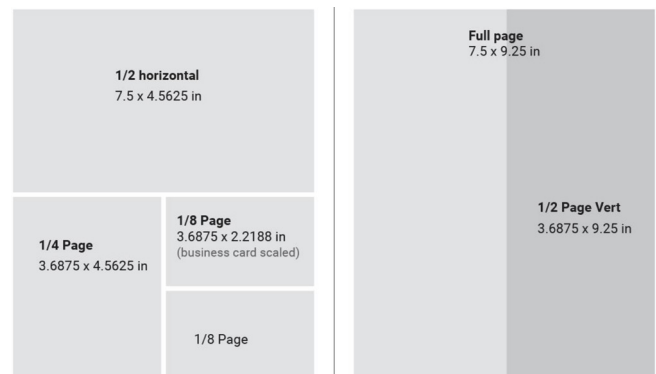
File Preparation:

In order to ensure your files are print-ready, we recommend uploading a high-quality PDF. If there is transparency used in the document, please export with the standard setting PDF X-1a. Other formats allowed are .tif, .eps, and .jpg. All ads should be generated "to size" at a minimum resolution of 300 dpi. Bleeds are not required.

Note: Business cards (1/8 page ad) may be submitted if the artwork is vector and editable .eps or editable PDF format (not flattened art or jpg) as they will need to be adjusted slightly

SIZE REQUIREMENTS

Size (Finished):	Width	Height
Full Page	7.5"	9.25"
1/2 Page Vertical	3.6875"	9.25"
1/2 Page Horizontal	7.5"	4.5625"
1/4 Page	3.6875"	4.5625"
1/8 Page (Business card)	3.6875"	2.2188"



Check Desired Issue and Ad Size ...

ISSUES TO RUN AD:

AD SIZE	ISSUE TO APPEAR
Full Page	Full Year
1/2 Page Vertical	First Quarter
1/2 Page Horizontal	Second Quarter
1/4 Page	Third Quarter
1/8 Page	Fourth Quarter

Use same artwork for all issues?

YES NO