

SLIPPERY ROCK®

GAZETTE

The Beacon of the Stone Industry

2012 Advertising Guidelines



**Promote your
business with our
coverage of:**

- **Stone, Decorative Concrete & Tile Industry News**
- **Fabrication & Shop Safety**
- **New Products & Machinery**
- **Industry Trade Shows**
- **Industry Awards**





2012	Space Reservation	Classifieds Deadline	Ad Materials Deadline
January	December 5, 2011	December 6, 2011	December 9, 2011
February	January 3, 2012	January 4, 2012	January 6, 2012
March	February 6, 2012	February 7, 2012	February 10, 2012
April	March 5, 2012	March 6, 2012	March 9, 2012
May	April 3, 2012	April 4, 2012	April 6, 2012
June	April 30, 2012	May 1, 2012	May 4, 2012
July	June 4, 2012	June 5, 2012	June 8, 2012
August	July 2, 2012	July 3, 2012	July 6, 2012
September	July 30, 2012	July 31, 2012	August 3, 2012
October	September 3, 2012	September 4, 2012	September 7, 2012
November	October 1, 2012	October 2, 2012	October 5, 2012
December	October 29, 2012	October 30, 2012	November 2, 2012

Please note: All dates are subject to change.

■ *StonExpo (Las Vegas) Issue: January 2012* ■ *Coverings (Orlando) Issue: April 2012*

Slippery Rock Gazette Advertising Programs

Publication & Payment Terms: Invoices payable in U.S. funds only, net 30 days. No credit extended to accounts over 60 days. Contracts made before rate changes will be billed at the contract rate. If an agency defaults on a payment, advertiser will be held responsible for total due. Advertisements originating outside of the U.S. must be prepaid. First time advertisers will be required to provide credit information or prepayment at the start of their advertising program. In addition, in the event that it is necessary for Slippery Rock Gazette (SRG) to place this account in the hands of a Collection Agency or Attorney for collection, the undersigned agrees to pay all costs of collection, including reasonable attorney's fees.

Ad Cancellations: Cancellations not accepted after the Space Reservation Deadline. Advertiser is responsible for all charges (including production) incurred if cancelling after the Space Reservation Deadline.

Ad Proofs: Provided via fax or email to the contact listed on the SRG Space Reservation form. Proofs are only supplied for SRG-designed ads, provided deadlines are met. Changes and instructions should be clearly typed and submitted by the advertiser no less than one business day before deadline. Ads will not be published without advertiser confirmation.

The SRG reserves the right to reject or edit any copy not in keeping with the standards of the Slippery Rock. SRG reserves the right to reject any advertisement for any reason.

The Slippery Rock Gazette is produced by JDS Publishing. To develop a custom ad program for your stone business, please contact us:

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Slippery Rock Gazette
4100 Appalachian Way
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SRG Fax: 800-915-5501
www.slipperyrockgazette.net



2012 Advertising 4-Color Rates

Display Space	Frequency:	1x	3x	6x	9x	12x
Full Page		\$1,900.00	\$1,694.00	\$1,623.00	\$1,552.00	\$1,410.00
1/2 Page		\$1,257.00	\$1,158.00	\$1,113.00	\$1,062.00	\$966.00
1/4 Page		\$628.00	\$579.00	\$556.00	\$531.00	\$483.00
1/8 Page		\$314.00	\$290.00	\$278.00	\$265.00	\$242.00

The SRG is printed on a roll-fed web press using 4-color UV set process inks. Cover and select interior pages use 60# coated. No custom PMS colors or full page bleeds available.

All prices listed are net with no agency commission discount.

Specified ad space is limited. Please contact editor for available positions.

Add 10% for guaranteed specified positions.

Display Ad Sizes:

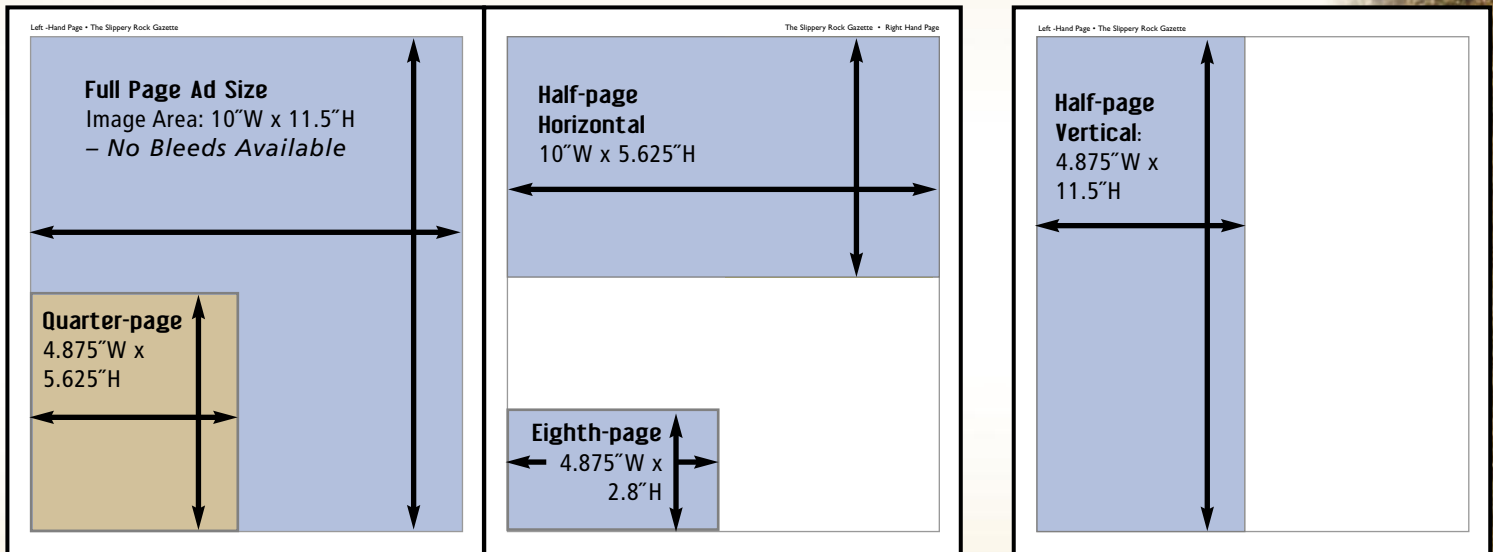
Full Page: 10"W x 11.5"H

1/2 Page Horizontal:
10"W x 5.625"H

1/2 Page Vertical:
4.875"W x 11.5"H

1/4 Page: 4.875"W x 5.625"H

1/8 Page: 4.875"W x 2.8"H



Submission Guidelines & Printing Specs

SRG Specification: Web Press on 35# Hibright newsprint, 60# gloss, 4-color UV set.

Digital File Requirements: Print resolution CMYK PDF or non-compressed, highest quality JPEG files preferred. All photos and art submitted for ad and article preparation should be 300 dpi resolution, saved as TIF, EPS or JPEG with no LZW or .jpg compression.

Accepted Formats: High resolution, press quality PDF, .125" bleed included. All color files should be CMYK, no spot color. Native files accepted in Quark 8.5; InDesign CS4.5; Photoshop PSD, PDF, TIFF or JPEG; Illustrator EPS—all fonts converted to paths. No native CorelDraw, Publisher or CAD files. **No rich black backgrounds, please.**

Please provide Type One postscript or open type printer and screen fonts. No TrueType fonts accepted when collecting files for output and when submitting EPS, Illustrator, or Photoshop. All Windows PC & TrueType fonts will be replaced with closest available Mac OS versions at industry production rates. Missing Windows fonts with no equivalent font in our library will be replaced **at cost • industry rates.**

Ads may be submitted on: CD-Rom or DVD-Rom. Files smaller than 12 MB may be emailed to lhood@slipperyrockgazette.net. When emailing or uploading multiple files, package in a Stuffit (.sit) or ZIP file. Ads submitted in active software must include all fonts and all placed graphic files, including photos, logos and graphics. Also include printer fonts and screen fonts when submitting Photoshop native (.psd), or Illustrator (.ai) files. When mailing Quark (.qxd), InDesign (.ind) or a disc, provide a color match proof or color laser proof with color ads. **Due to printing issues, please do not submit solid black ads with reversed white type.**

FTP and YouSendIt Ad Submission: To submit ads over 12 MB in size, contact us for a user name, password and instructions for uploading materials to our secure server. Stuffit or ZIP software recommended. No Windows or TrueType fonts accepted. Please supply postscript fonts only, with all printer fonts and linked graphic files when sending collected documents. Email lhood@slipperyrockgazette.net for FTP and YouSendIt instructions.

www.slipperyrockgazette.net

Display Ad Size	Frequency:	1x	3x	6x	9x	12x
Classified Display Ads, Col = 1.85" W						
1 Column Wide x 1 Inch High		\$40.00	\$35.00	\$33.00	\$32.00	\$31.00
2 Columns Wide x 1 Inch High		\$80.00	\$70.00	\$66.00	\$64.00	\$62.00
2 Columns Wide x 2 Inches High		\$160.00	\$140.00	\$132.00	\$128.00	\$124.00
Classified, Text Only Ad, Per Month		\$30.00	<i>Call before deadline to renew.</i>			

Left: Hand Page • The Slippery Rock Classifieds

Classifieds

Text: 70 words max per ad

Classified Ads, Text Listings:
Submit listings for used equipment, help wanted and business opportunities using our easy online form, email, or fax. Limit 70 words per listing.

The Slippery Rock Classifieds • Right: Hand Page

Classifieds

Classified Ads, Box ads
One Column: 1.85" wide
Two Columns: 3.875" wide
Color Now Available

One Col x 1" Box

Two Col x 1" Box

Note: Max Box ad Size is 2 Cols x 2" H

Classified Text Ad Guidelines & Online Submission

Go to <http://www.slipperyrockgazette.net>

- Text listings are \$30.00 per ad, per month. • All faxed ads must be typed.
- No handwritten ads will be accepted. No exceptions.
- Ads may be submitted by fax (800-915-5501, attn: Stacie Wingo), email swingo@slipperyrockgazette.net, or by filling out the online form at www.slipperyrockgazette.net
- Maximum of 70 words or less per ad.
- Please review all your ad info before submitting– NO refunds will be given for ads that are submitted with the wrong contact info or content and then published.
- Payment must be made at the time ad is submitted: Credit or Debit Card only. A PDF Credit Authorization Form is available by fax or download from the SRG website.
- Ads may be renewed for additional issues by contacting the Slippery Rock Gazette prior to Classifieds deadline. Please refer to our 2012 Classified Ad Deadline dates for each issue.

