

# SLIPPERY ROCK®

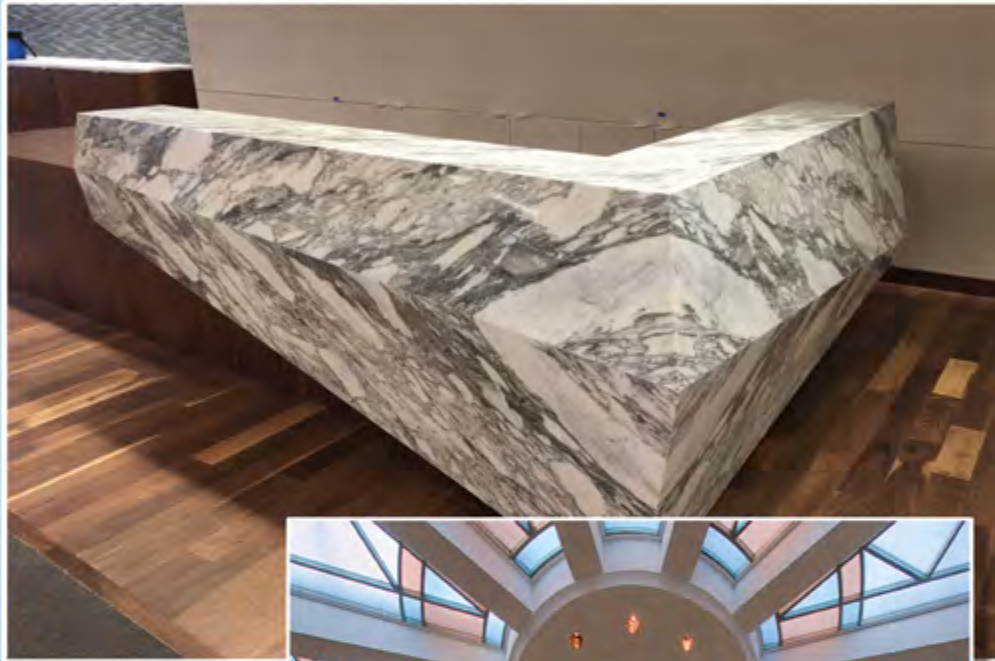
## GAZETTE

*The Beacon of the Stone Industry*

## 2018 Advertising Rates

### Join Us In Our 24th Year of Publication

What is the value of the SRG to an advertiser? Our target reader is a stone fabricator (most make and install countertops) who makes the day-to-day purchasing decisions for tools and supplies. This usually includes the business owner and the shop manager, and if the shop is large enough, the marketing and sales staff.



The Slippery Rock is unique in that we use our own constantly growing and updated database to target specific individuals and companies, giving us accurate targeting of businesses in the U.S. stone industry. Our target demographic is somewhat different than other industry publications. Our strategy is that we send it to owners and managers (in very large companies, also other executives) who make the decisions on capital investments like equipment, also tools and supplies. The editorial focus is different as well. The way that this plays out is that the SRG is usually found on the shop manager's desk or the employee break room and passed from employee to employee, resulting in *multiple impressions* from just one copy. Over the years, we have heard from many shop owners and managers who read the *Slippery Rock* cover to cover... and pass it on to their employees to read.

How can you compare the price and effectiveness of various advertising alternatives in the stone industry? The textbook argument is that the most important factor is the audience: is your ad reaching the right people? Since 1995, the Slippery Rock has been read by the decision makers – and so can your ad.





2018	Ad & PR Deadline	Classifieds (print) Deadline	Press Deadline
January	Mon, Nov. 20, 2017	Wed, November 22	Wed, Dec. 6, 2017
February	Mon, Dec. 18, 2017	Wed, December 27	Wed, Jan. 3, 2018
March	Mon, January 22	Wed, January 24	Wed, January 31
April	Mon, February 19	Wed, February 21	Wed, Feb. 28
May	Mon, March 26	Wed, March 28	Wed, April 4
June	Mon, April 23	Wed, April 25	Wed, May 2
July	Mon, May 21	Wed, May 23	Wed, May 30
August	Mon, June 25	Wed, June 27	Thursday, July 5
September	Mon, July 24	Wed, July 26	Wed, August 1
October	Mon, August 20	Wed, August 22	Wed, August 29
November	Mon, September 24	Wed, September 26	Wed, Oct. 3
December	Mon, October 22	Wed, October 24	Wed, Oct. 31
January 2019	Mon, November 19	Wed, November 21	Wed, Nov. 28

**Please note: All deadlines except press dates are subject to revision. Extensions available only by permission.**

### Slippery Rock Gazette Advertising

**Specified Advertising Space in the SRG is sold on a first-come basis, available to advertisers with a 6 month or greater advertising contract. Space is limited. For best selection, reserve space at the start of your placement contract.**

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

**Classified Ads:** Single or multi-month Print and Web listings available; ad text can be submitted through our online portal. Online ads appear on the SRG Online Classifieds page as soon as approved, are posted free for 30 days, and are renewable.

**NOTE:** Advertiser is responsible for all charges (including production) incurred when canceling an ad placement after the Ad Materials Deadline for that month. Ads cannot be removed after the press deadline and will be billed to the advertiser.



The *Slippery Rock Gazette* is published monthly by Braxton-Bragg. For details on participating in a Slippery Rock advertising program for your stone industry product, please contact us:

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#### Slippery Rock Gazette

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**SRG Fax:** 865-688-8254

[www.slipperyrockgazette.net](http://www.slipperyrockgazette.net)

## 2018 Advertising 4-Color Rates

Display Ad Space	Frequency:	1x	3x	6x	9x	12x
Full Page		\$2,600	\$2,500	\$2,400	\$2,200	\$2,000
3/5 Page		\$1,950	\$1,875	\$1,800	\$1,650	\$1,500
1/2 Page		\$1,560	\$1,500	\$1,450	\$1,325	\$1,200
1/4 Page		\$975	\$938	\$900	\$825	\$750
1/8 Page		\$650	\$625	\$600	\$550.00	\$500

*The above rates are for as-available pages. Add 10% for a guaranteed specified position.*

Reserved, specified ad space is limited. Please contact us for available ad space.

The SRG is printed on a roll-fed web press using CMYK UV-set process inks, trimmed to an oversize tabloid format, 10.625 x 12.5. The wrap cover and select interior pages use 60# coated.

**No SPOT, custom PMS colors or rich black available.**

All prices listed are net 30 days with no agency commission discount.

### Display Ad Sizes:

Full Page: 10"W x 11.5"H  
Please set up with .125 Bleed

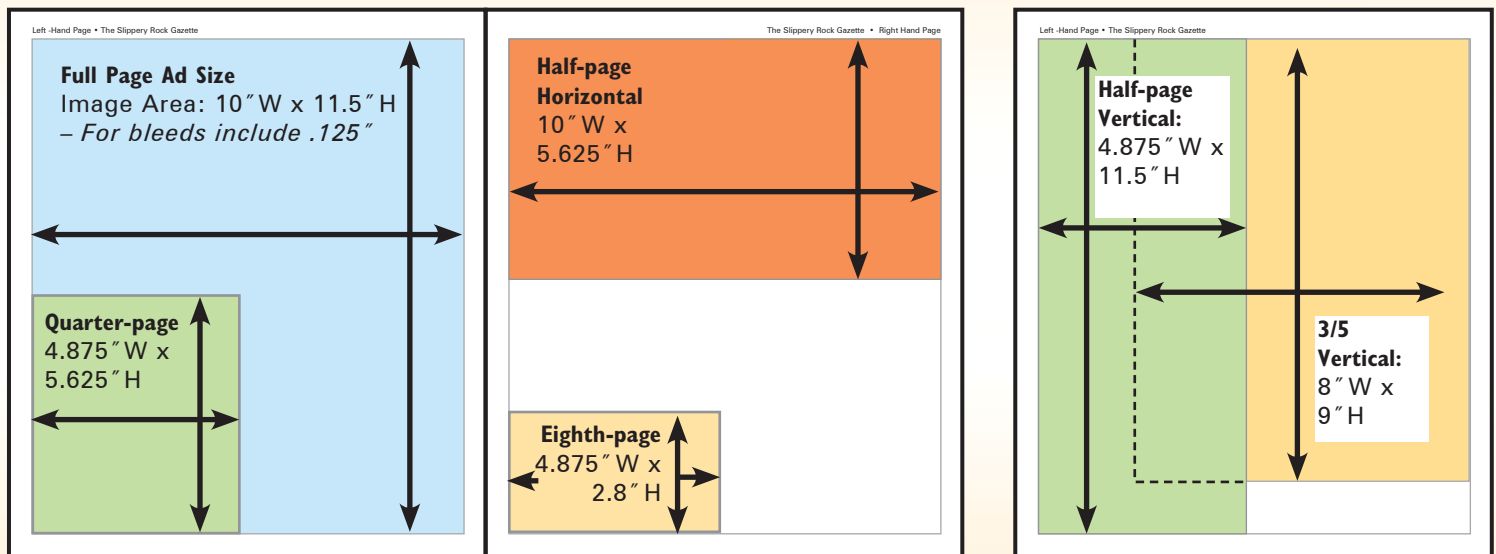
3/5 Page Vertical: 8"W x 9"H

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



### Printing Specs, File Preparation and Submission Guidelines

**SRG Specification:** Web Press on 35# Hi-bright newsprint, 60# gloss cover, 4-color process, colors UV set. **Page live area = 10w x 11.5h**

**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, .pdf or .jpg with no LZW or JPEG compression. Multiple files (more than two files) MUST be zipped (ZIP) or stuffed (.SIT) before sending by email, FTP, Dropbox link, etc.

**Accepted Formats, Ads:** High resolution, press quality PDF, set up **page size 10 x 11.5 H, include .125" bleed, no crops**. All color files should be CMYK, **no spot colors**. Native files accepted in InDesign CS6; Photoshop PSD, PDF, TIFF or JPEG; for Illustrator PDFs – all fonts must be converted to paths. No native CorelDraw, Publisher or CAD files. **No rich black backgrounds or registration black.**

**Accepted Formats, Content and Press Releases:** Email in Microsoft Word or PDF; include print resolution jpg photos as separate files.

**Please provide Type One postscript or Open Type fonts with native files.** Include fonts when collecting files for output and when submitting InDesign, Illustrator, or Photoshop native files. Any 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**. Include both printer and screen fonts for packaged printer fonts and screen fonts for Photoshop (.psd), InDesign (.indd) or Illustrator (.ai) files.

Files smaller than 12 MB may be emailed to [lhood@slipperyrockgazette.net](mailto:lhood@slipperyrockgazette.net). When emailing or uploading multiple files, package in a Stuffit (.sit) or ZIP file. Press releases must include all supporting graphic files, including photos, logos and charts and graphics. **Due to ink-offset printing concerns, no solid black ads with reversed white type will be accepted. All spot colors will be converted to CMYK equivalents.**

**FTP Ad transmission:** Contact us to submit files over 12 MB in size.

## Classified Box, Text Only Ads and Marketplace Rates

Display Ad Size	Frequency:	1x	3x	6x	9x	12x
Classified Display Ads, Col = 1.85" W						
1 Column Wide x 1.25 Inch High		\$40.00	\$35.00	\$33.00	\$32.00	\$31.00
2 Columns Wide x 1.25 Inch High		\$80.00	\$70.00	\$66.00	\$64.00	\$62.00
2 Columns Wide x 2.5 Inches High		\$160.00	\$140.00	\$132.00	\$128.00	\$124.00
NEW! Marketplace Company Listing: 6 or 12 month only				\$600	\$1200	

**Classified Ads, Display ads**  
 One Column:  
 1.85" wide  
 Two Columns:  
 3.875" wide  
 4-color Color is available for display "box ads" on Classified page

**Classifieds**

**Classified Ads, Text Listings:**  
**\$30.00 per month**  
 Submit listings for used equipment, help wanted and business opportunities using our easy online form, or email. Limit 70 words per listing. Contact us before deadline (see page 2) to renew line ads or box ad contracts.

**Note: Max Box ad Size is 3.75 x 2.5" H**

**SRG Marketplace**

**Stone Marketplace Listings:**  
 Feature your company logo, website, phone and email contact information, in color. Ask us how to qualify for a free listing!

**NEW for 2018**  
**Marketplace listing** for your company or product.  
**3.25" wide**  
**1-3/8" tall**  
 An affordable way to reach buyers and specifiers with effective frequency.  
 Reach the market for 6 months for only \$100 per month (prepaid) or 12 months for \$1,200 (prepaid).  
 Contact us for more information.



### To submit a print or online Classified or Marketplace ad

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

- Print text listings are \$30.00 per ad, per month.
- Classified ads for web edition *Slippy Rock* are free.
- No handwritten ads will be accepted. No exceptions.
- Ads may be submitted by fax (865-688-8254, attn: Rhonda Griffin, or by filling out the online form at [www.slipperyrockgazette.net](http://www.slipperyrockgazette.net). The same ad may be listed online and in print.
- Maximum of 70 words per text listing for Help Wanted, Services, Used Equipment or Business Opportunity.
- 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 *SlippyRockGazette.net* website.
- Ads may be renewed for additional issues by contacting the *Slippy Rock Gazette* prior to Classifieds deadline. See page 2 of this Media kit or check the chart on *SlippyRockGazette.net/* advertising guidelines.