

The magazine specifically devoted to physical and mechanical testing and environmental simulation

Rate Card No. 27

Issued August 31, 2001

Effective with the February/March 2002 issue

(Rates still in effect through 2003; other details slightly revised)

Published
six times a year:

mid-Feb.
TEST
Feb./
March
issue

mid-April
TEST
April/
May
issue

mid-June
TEST
June/
July
issue

mid-Aug.
TEST
Aug./
Sept.
issue

mid-Oct.
TEST
Oct./
Nov.
issue

mid-Dec.
TEST
Dec./
Jan.
issue

Approximate insertion
order deadline:

Jan. 20

Mar. 18

May 19

July 18

Sept. 18

Nov. 18

Ad materials deadline:

Jan. 27

Mar. 25

May 26

July 25

Sept. 25

Nov. 25

Frequency rate policy:

Based on total number of advertising insertions over any single 12-month period from date of first insertion (that is, in any six consecutive issues).

Black-and-white rates:

Ad size	One-time	Three-time	Six-time
Full page	\$ 3,250	\$2,950	\$2,750
2/3 page			
1/2 page Island	2,230	2,020	1,880
1/2 page	1,985	1,795	1,665
1/3 page	1,560	1,405	1,305
1/4 page	1,345	1,210	1,120
1/6 page	885	795	725
1/8 page	685	610	555
1/12 page	545	485	445

Color rates:

Second color: standard AAAA, \$475 per insertion; to match color other than AAAA, add \$150. ROP 4-color process: \$900 per insertion. Unusual colors, metallics, etc., call or write for quote.

Special position rates:

Back cover: +30% 1X, +25% for *contracted* 3X, +20% for *contracted* 6X; Inside front cover or facing contents page: +15%; Inside back cover: +12%; to guarantee any other inside page: +10%.

Payment terms
and discounts:

BASIC TERMS ARE NET 30 DAYS; standard discounts apply on all display advertising for payments RECEIVED at TEST within 30 days. After 30 days, discounts diminish. After 60 days, penalties apply: [NOTE: Only 2%/10-day discount and penalties apply to Blue Pages and Online ads.]

- All ad types: 2% off payments RECEIVED at TEST by 10 days from invoice date.
- Display and Classified ads: 15% off rates on this card for payments RECEIVED at TEST by 30 days from invoice date.
- Display and Classified ads: 7-1/2% off rates on this card for payments RECEIVED at TEST between 31 and 60 days from invoice date.
- **Late payment penalties:** For all types of advertising: ADD 15% to rates on this card for payments RECEIVED at TEST between 61 and 90 days from invoice date; ADD 50% to rates on this card for payments RECEIVED at TEST 91 days or more from invoice date.

Online advertising:

Banner ads, half-banner ads, and hyperlinks are available for various positions on our website, including within the online version of our Buyers' Guide. A separate rate sheet details specifications and costs. (Contact us for a copy of Online Advertising Rate Card No. 2.)

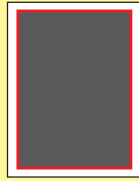
(over, please)

Mechanical

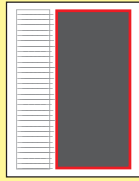
requirements:

Printed web offset. Trim size is 8 x 10-7/8 inches. Ad material accepted in sizes shown on chart below. Full-page ads accepted as oversize or bleed; bleed size is 8-1/4 x 11-1/8 inches. Oversize partial-page ads will be reduced and advertiser charged minimally. Partial-page ads may bleed in some circumstances, but contact us for specifications *before* producing ad.

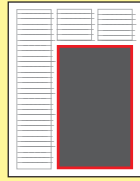
NOTE: We do not guarantee **any** text or art that is closer than 1/4 inch to the trim.



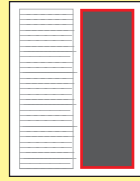
Full Page
7"W x 10"H



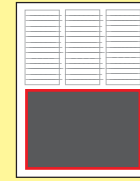
2/3 Page
4 1/2"W x 10"H



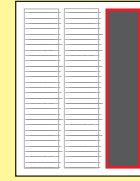
1/2 Page
Island
4 1/2"W x 7 3/8"H



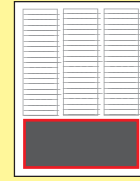
1/2 Page
Vertical
3 5/16"W x 10"H



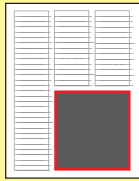
1/2 Page
Horizontal
7"W x 4 7/8"H



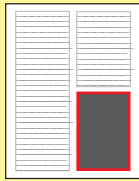
1/3 Page
Vertical
2 1/8"W x 10"H



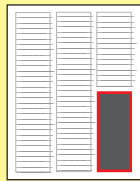
1/3 Page
Horizontal
7"W x 3 1/4"H



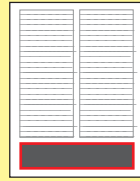
1/3 Page
Square
4 1/2"W x 4 7/8"H



1/4 Page
3 5/16"W x 4 7/8"H



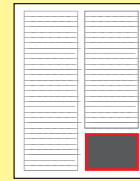
1/6 Page
Vertical
2 1/8"W x 4 7/8"H



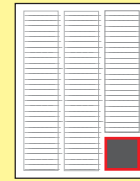
1/6 Page
Horizontal
7"W x 1 9/16"H



1/6 Page
Square
4 1/2"W x 2 3/8"H



1/8 Page
3 5/16"W x 2 1/4"H



1/12 Page
2 1/8"W x 2 1/4"H

Preferred materials:

1. Digital files: two- and four-color ads, press-ready PDFs; black-and-white ads, TIFF files. Color guaranteed *only* if high-quality match print provided. **See separate specification details for digital files.** 2. Camera-ready art—must be suitable for scanning. SWOP standards apply. 150-line screen. Ad material kept maximum two years from last use.

Inserts:

Prices and specifications available upon request. (Ask us for quantity *before* you print.)

The “Blue Pages”:

\$150 per issue per up-to-5-line listing; \$25 each additional line added to listing; \$25 each line of italicized advertising sales message added to listing. Minimum one year—5 insertions. (The Blue Pages are not published in the annual Buyers’ Guide [Feb./March] issue). **(Contact us for detailed Blue Pages ordering information and listing form.)**

List rental:

List may be selected by zip code; business type; job title group; job function (categories on qualification card in any issue of TEST). Rates +\$50 flat fee to make selects on orders of up to 5,000; +\$25 flat fee for selects on orders of 5,000 or more. One-time use, non-return basis. Material to be disseminated must be approved by publisher before labels are shipped. Rates are:

- 4-up Cheshire: \$135/1,000; minimum \$270 (for 2,000 labels or fewer);
- 1-up pressure-sensitive labels: \$150/1,000; minimum \$300 (for 2,000 labels or fewer);
- Electronic labels: \$135/1,000; minimum \$270 (for 2,000 records for fewer); \$25 disk-generation fee; list available electronically only under certain conditions; call to discuss.

Classified ads:

Display classified: \$150/column inch (minimum commissionable to agency, 3 column inches). Column is 20 picas (3-5/16 inches) wide. Typeset classified: \$150 minimum (up to 5 lines); \$25 for each additional line. Lines for typeset classifieds are composed of approximately 31 characters and spaces; for example: Sample typeset classified line.

Shipping address:

3756 Grand Avenue, Suite 205, Oakland, CA 94610-1545.

Contact:

Nora Archambeau, Advertising Sales Liaison (510) 839-0909;
Eve Mattingley-Hannigan, Publisher (510) 839-0909.

• **PHONE:** (510) 839-0909

• **FAX:** (510) 839-2950

• **E-MAIL:** testmag@testmagazine.biz

• **WEB:** www.testmagazine.biz

or: testmag@mattingley-publ.com

or: www.mattingley-publ.com

Rates subject to change upon 30 days’ notice.