

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

Rate Card No. 30

Issued August 31, 2011

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. 22	May 22	July 20	Sept. 21	Nov. 19
Ad materials deadline:	Jan. 26	Mar. 28	May 28	July 26	Sept. 27	Nov. 27

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	\$3,380	\$3,055	\$2,875
2/3 page			
1/2 page Island	2,320	2,090	1,975
1/2 page	2,065	1,860	1,755
1/3 page	1,620	1,460	1,375
1/4 page	1,395	1,260	1,190
1/6 page	920	825	780
1/8 page	715	640	605
1/12 page	565	510	480

Color rates:

Second color: standard AAAA, \$475 per insertion; to match color other than AAAA, add \$150. ROP 4-color process: \$975 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 Display Classified ads: 15% off rates on this card for payments RECEIVED AT TEST by 30 days from invoice date.
- Display and Display 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:

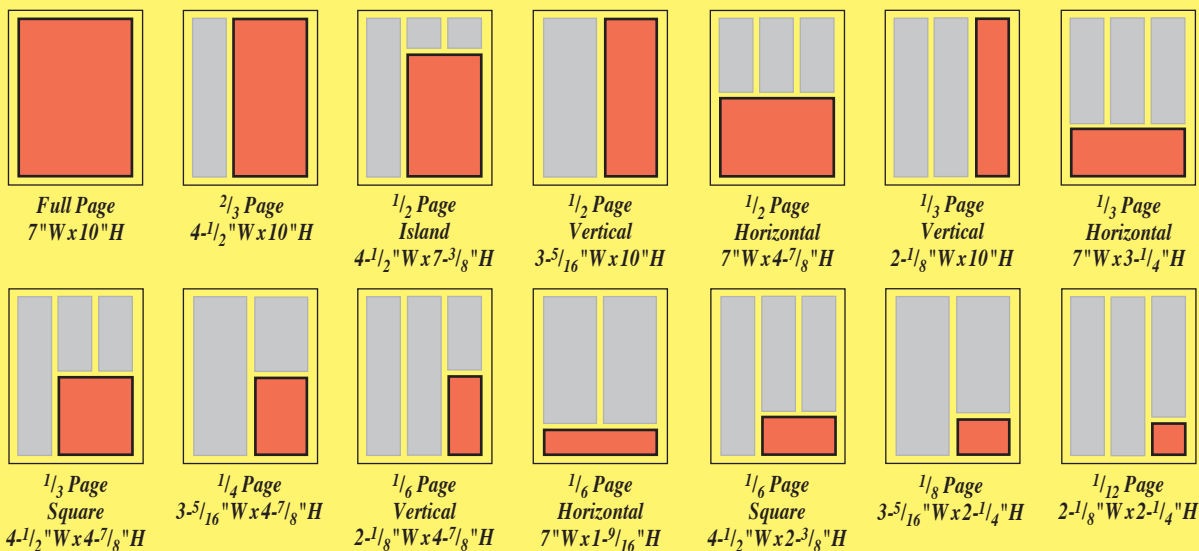
(over, please)

Exclusively within TEST's Online Buyers' Guide. Individual listing lines and/or company contact info may be "livened" into "Live Links" directly to each listee's website. Includes free "livened" logo. A separate rate sheet details costs and specs. (**Contact us for Online Advertising Rate Card No. 3.***)

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^{-1/8} x 11^{-1/8} inches. Oversize partial-page ads will, if possible, be reduced as necessary to fit magazine's format. Partial-page ads may bleed in some circumstances, but contact us for specifications *before* producing ad.

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



Preferred materials:

1. Digital files: two- and four-color ads, press-ready PDFs; black-and-white ads, TIFF files at 300 dpi. *See separate "Digital Ad Requirements" for submission details.** Color guaranteed *only* if *print-quality* match print provided; if none provided, publisher may, at our own discretion, have such a match print output at advertiser's expense. 2. Camera-ready art: must be suitable for scanning and include *no* already-screened (halftoned) areas. 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":

\$175 per issue per up-to-five-line listing; \$40 each additional line added to listing; \$40 each line of italicized advertising sales message added to listing. Minimum one year—five 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 shown on qualification card in any issue of TEST*). To make selections, add \$50 flat fee to basic rates listed below. One-time use, non-return basis. Material to be disseminated must be approved by the publisher before list is shipped. Rates are:

- Electronic file: \$140/1,000 +\$50 file-generation fee; minimum order \$350 +\$50 file-generation fee; some restrictions may apply to use of electronic files; call or e-mail to discuss;
- 4-up Cheshire: \$140/1,000; minimum order \$350;
- 1-up pressure-sensitive labels: \$155/1,000; minimum order \$390.

Classified ads:

Display classified: \$175/column inch; minimum commissionable to an agency, three column inches. Column is 20 picas (3^{-5/16} inches) wide. **Typeset classified:** \$250 minimum (up to five lines); \$40 for each additional line. Lines for typeset classifieds are composed of approximately 31 characters and spaces. Here's a sample showing 31 characters and spaces; classified ad type style and size; and approximate line length: Sample typeset classified line.

Physical shipping & e-mail address:

3756 Grand Avenue, Suite 205, Oakland, CA 94610-1545; testmag@testmagazine.biz.

Contact:

Eve Mattingley-Hannigan, Publisher (510) 839-0909.

- **PHONE:** (510) 839-0909
- **E-MAIL:** testmag@testmagazine.biz

- **FAX:** (510) 839-2950
- **WEB:** www.testmagazine.biz

* This rate card—as well as all other documents referenced within it—is available as a downloadable PDF on the home page of our website.

Rates subject to change upon 30 days' notice