



## Artwork Requirements

**Page Trim Size:** 8.0" x 10.875" (203.2mm x 276.225mm)

**Bleed Ads:** Keep vital images and text at least .5" (12.7mm) from trim.

All ads should be submitted in output ready format in one of the following applications:

**Adobe Acrobat 8:** Press Ready hi resolution (300 dpi) PDF. Fonts must be embedded. Make sure all Black text is 100% Black.

**Indesign CS3:** All screen and printer fonts and all supporting images must be included.

**QuarkXpress 7:** All screen and printer fonts and all supporting images must be provided. Only "plain" font usage accepted. In Quark – "font" bold or "font" italic should be used on plain settings, no imitation bolds or italics please.

**Adobe Photoshop CS3:** The entire file should be created in Photoshop and saved as a 300 dpi TIFF. Your file should be CMYK. Please flatten your file to help avoid font issues.

**Adobe Illustrator CS3:** Convert text to outlines as this will help avoid font issues. Please make all embedded images 300 dpi and CMYK. No Spot Colors. We cannot assume responsibility for the quality of embedded images that have been saved at lower resolutions and RGB.

**We do NOT accept Pagemaker, Publisher, Word or CorelDraw files.**

**PC Users:** Please submit your file as a Photoshop 300 dpi CMYK flattened tif as this will help avoid font issues since we are MAC-based.

**Proof:** A full-size laser proof of the final file is required.

**Images:** All image files must be CMYK, supplied in either TIFF or EPS format. RGB or Indexed color must be converted to CMYK. Do not save with JPG or LZW compression options. All image files must be 300 DPI at its full imaging size.

**Fonts:** Screen and Printer fonts must be included. Ads should be built with Macintosh Postscript Type 1 fonts. Please do not provide PC fonts or True Type as they will be substituted with the best matching Postscript Type 1 fonts.

**Media:** DVD, CD-Rom, Zip - 100MB, 250MB & 750MB, No floppy discs accepted.

**2 Page Spread**  
Non-Bleed: 15" x 9.795"  
381 mm x 248.793 mm  
Bleed: 16.25" x 11.125"  
412.75 mm x 282.575 mm

**Full Page**  
Non-Bleed: 7.0" x 9.795"  
177.8 mm x 248.793 mm  
Bleed: 8.25" x 11.125"  
209.55 mm x 282.575 mm  
**Back Cover - Bleed:** 8.25" x 8.125"  
209.55 mm x 206.375 mm

**2/3 Page**  
Vertical: 4.613" x 9.795"  
117.17 mm x 248.793 mm

**1/2 Page**  
Vertical: 3.42" x 9.795"  
86.868 mm x 248.793 mm  
Horizontal: 7.0" x 4.814"  
177.8 mm x 122.276 mm

**1/3 Page**  
Square: 4.613" x 4.814"  
117.17 mm x 122.276 mm  
Vertical: 2.227" x 9.795"  
56.566 mm x 248.793 mm  
Horizontal: 7.0" x 3.158"  
177.8 mm x 80.213 mm

**1/4 Page**  
Vertical: 3.42" x 4.814"  
86.868 mm x 122.276 mm  
Horizontal: 7.0" x 2.323"  
177.8 mm x 59.004 mm

**1/6 Page\***  
Vertical : 2.227" x 4.814"  
56.566 mm x 122.276 mm

**1/8 Page\***  
Horizontal: 3.42" x 2.323"  
86.868 mm x 59.004 mm

\* Available on a limited space basis. Contact the advertising department for details.

**NOTE:** Any ad that does not meet these requirements and sizes as per the mechanical specs will have to be altered. We do not assume responsibility for such alterations. They will be made to fit our specifications.

## For Information

Publisher/Editor: Susan Gibson 512.894.4106  
Advertising/Marketing: Jennifer Gibson 512.894.4106  
Chief Art Director: Anya Wilcox 512.894.4106  
Website Administrator: Chris Sivori 512.894.4106

E-mail Ads to: anya10@sbcglobal.net  
All files must be stuffed or zipped

Mail Ads to: JSJ Productions, Inc.  
14101 Highway 290 West, Bldg. 1600-B  
Austin, TX 78737 USA

# RotoWorld™

MAGAZINE FOR THE ROTATIONAL MOLDING & PLASTICS DESIGN INDUSTRIES

# 2008

## Publication Guide & Rates



## 2008 RotoWorld™ Publication Guide & Rates

All contracts, insertion orders and copy are subject to the approval of the publisher. Advertising will be billed at the open rate unless a contract for frequency rates has been established. Default or non-payment according to the terms of the contract will affect total contract amount due. Publisher may reject advertising copy at any time. Insertion cancellations will not be accepted after the closing date. All advertising contracts are binding and cannot be cancelled. Publisher is not liable for delays in delivery and/or non-delivery in the event of Acts of God, actions by any governmental or quasi-governmental entity, fire, flood, insurrection, riot, explosion, embargo, strikes, whether legal or illegal, labor or material shortages, transportation interruption of any kind, work slowdown or any condition beyond the control of the publisher affecting production in any manner.

### Printing and Production Specifications

*RotoWorld™* magazine is offset printed using 200 line screen. **Binding Method:** Perfect **Paper Weight:** 80 lb. Coated Gloss/Cover - 80 lb. Aqueous Coated **Black and White:** Digital Requirements - See Mechanical Specs on the back page. **Color:** Digital Requirements - See Mechanical Specs on the back page. **Production:** There will be a separate charge for design and production of advertising from customer supplied layout. Customer ad composition and/or alterations will be charged at \$80.00 per hour. Customer proofs will be provided. Camera work, scans, separations, film imaging, digital and freight will be charged extra.

### Collateral Services

Direct mail, reprints, marriage mail, online advertising and overruns for promotional purposes, art design, layout and production services are available by quote.

### Subscriptions

Single copy \$12.00. U.S.A. Annual subscription \$60.00. Canada or Mexico Annual subscription \$75.00. Foreign Annual subscription \$120.00 (all U.S. funds).

### Circulation

Publisher's sworn statement available upon request. *RotoWorld™*, Magazine for the Rotational Molding & Plastics Design Industries, is a controlled circulation publication targeting the entire global rotational molding industry, the international plastics design industries related to rotational molding and OEMs of plastics products.

All space reservations, insertion orders, advertising materials and correspondence pertaining to advertising should be addressed to *RotoWorld™* at the following address:

**JSJ Productions, Inc.**  
**14101 Hwy 290 W, Bldg. 1600-B**  
**Austin, TX 78737 USA**  
**Phone: 512.894.4106**  
**Fax: 512.858.0486**

Visit us at our website at [www.rotoworldmag.com](http://www.rotoworldmag.com) or email: [rotoworldmag@rotoworldmag.com](mailto:rotoworldmag@rotoworldmag.com).

*RotoWorld™* magazine is the professional trade publication for the global rotational molding industry. Six times per year, *RotoWorld™* features informational, educational and technical articles of interest to all phases of the rotational molding industry including product design and end-users, and various different language translated summaries and articles. *RotoWorld™* includes timely articles on issues, events, people, companies, products and services. *RotoWorld™* is the perfect medium for remaining abreast of the global Rotational Molding Industry.

*RotoWorld™* is a JSJ Productions, Inc. trade publication. JSJ Productions, Inc. owns all copyrights of *RotoWorld™* magazine. ©JSJ Productions, Inc. All rights reserved.

## 2008 RotoWorld™ Publication Guide & Rates

### Advertising Rates

BLACK & WHITE	6X	5X	4X	3X	2X	1X
Full Page	1183	1384	1502	1465	1737	1856
2/3 Page (V)	1089	1142	1258	1371	1486	1521
1/2 Page (H or V)	949	1007	1066	1125	1182	1241
1/3 Page (Sq, V or H)	774	832	890	949	1007	1090
1/4 Page (H or V)	662	716	772	838	893	948
1/6 (v) & 1/8 (h) page May be available						
TWO COLOR	6X	5X	4X	3X	2X	1X
Full Page	1769	1962	2082	2222	2318	2439
2/3 Page (V)	1503	1698	1812	1927	2041	2156
1/2 Page (H)	1326	1521	1635	1749	1864	1978
1/3 Page (Sq, V or H)	1174	1234	1292	1389	1409	1467
1/4 Page (H or V)	1054	1125	1178	1242	1298	1351
1/6 (v) & 1/8 (h) page May be available						
FOUR COLOR	6X	5X	4X	3X	2X	1X
Full Page	3699	3814	4033	4157	4281	5378
2/3 Page (V)	3212	3415	3535	3655	3774	3896
1/2 Page (H or V)	2460	2665	2784	2903	3022	3144
1/3 Page (Sq, V or H)	19748	2040	2102	2163	2218	2286
1/4 Page (H or V)	1622	1676	1730	1784	1839	1892
Cover II & III	4422	4330	4755	4944	5089	5423
Back Cover	4673	4562	5005	5130	5339	6053
2 Page Spread	6852	6594	7177	7417	7539	7781
1/6 (v) & 1/8 (h) page May be available						

### Art Charges

**Bleed:** \$100 per bleed ad    **Separations:** By quote    **Artwork:** By quote

### Credit, Payment, Commissions, Cash Discounts

Payment must accompany all copy unless credit has been established with the publisher. Terms for credit extension to all advertisers is net 30 days. Late charges will apply. Visa, Master Charge and American Express accepted.

### Special Rates

**Preferred Position:** 15% up-charge based on space rate and availability.

**Special Size Ads:** Contact publisher.

**Inserts:** Contact the advertising department for insert specifications and rates. Glued-in inserts are available. All pre-printed inserts must be provided to the publisher twenty (20) days prior to publication. Same advertising deadlines apply. Frequency rates apply.

**Commissions/Pre-Pay Incentives:** Established outside agency commission of 10% applies. In-house agency commission does not apply. Or, pre-payment of total gross contract affects a 10% overall discount and frequency rates apply.

### Publication Dates and Deadlines

*RotoWorld™* is published six times per year. The closing dates for copy and advertising are as follows for each 2008 publication:

	SPACE	MATERIALS	PUBLICATION
Issue I - Buyers' Guide	12/20/2007	1/8/2008	1/31/2008
Issue II - Design	2/15/2008	3/4/2008	3/30/2008
Issue III - End User	4/15/2008	5/1/2008	5/31/2008
Issue IV - Marketing	6/13/2008	7/1/2008	7/31/2008
Issue V - Technology	8/15/2008	9/2/2008	9/30/2008
Issue VI - Management	10/15/2008	11/4/2008	11/30/2008