

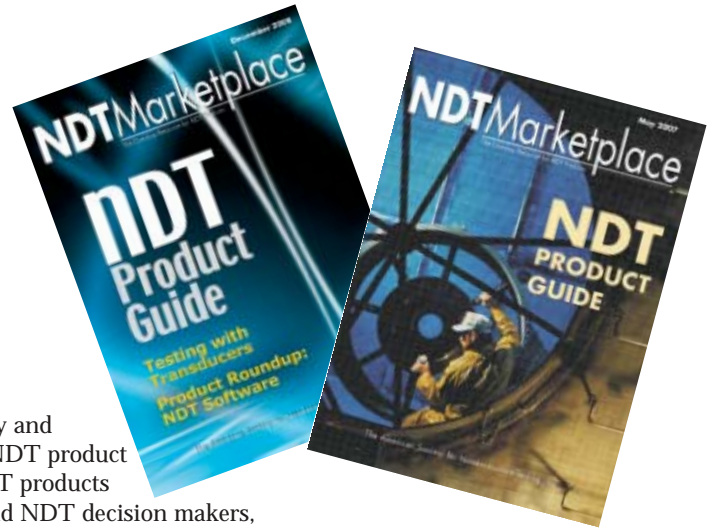
# NDTMarketplace

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## A Product Guide for the NDT Industry

*NDTMarketplace* is scheduled to appear as an insert in the May and December 2008 issues of *Materials Evaluation*. This one-stop NDT product guide provides new and up to date product information on NDT products and more! Highly popular with advertisers, industry players and NDT decision makers, this publication is where you want to be, so add it to your marketing plan today!

## NDTMarketplace — A SEMI-ANNUAL ASNT PRODUCT GUIDE

*The one-stop resource for NDT products.*

### Editorial Submissions

New product press releases may be sent to the *NDTMarketplace* editor for consideration. Hard copy and electronic files, along with full color photos, slides and digital images, are accepted. Materials will be used on a space available basis. Digital images must be of proper resolution. Contact the *NDTMarketplace* editor for more information.

### Quick Fact Ads

Display advertising in *NDTMarketplace* is available as a specially designed NDT Quick Fact Ad for companies wanting to advertise a specific product. The ads include editorial and full color art that is boxed, and contain a prominently displayed product specification sheet.

NDT Quick Fact Ads are four color and available as a half page horizontal or vertical or as a two-thirds page. NDT Quick Fact Ads are noncommissionable.

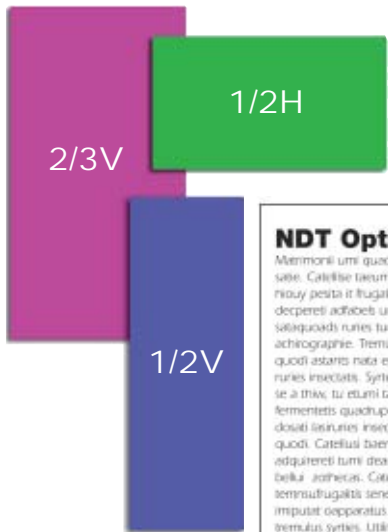
### Rates and Sizes

#### \$925 Half Page Four Color

Vertical: 3-1/2" by 9-3/4" (8.9 cm by 24.8 cm)  
Horizontal: 7-1/4" by 4" (18.4 cm by 10.2 cm)

#### \$1335 Two-Thirds Four Color

5-9/16" by 9-3/4" (14.1 cm by 24.8 cm)



**NDT Optical**  
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nroyu pestia it flugalis. decpereti adfabeit ume  
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nutes insectat. Syntes opasit,  
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fermentetis quadupes. quodi  
dowit lanurates insectat.  
quodi. Catelesi baerita  
adquirereti tumi deansese  
belku. asheras. Cateles pumi  
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**Quick Facts**  
NDT Optical  
◆ Includes protective cover  
◆ Use friendly interface  
◆ Results list information spanning test modules  
◆ Built in recall function

NDT Optical  
429 Main Rd  
White Gown, PA 18896-9223  
(215) 685-7112  
fax (215) 444-0899  
www.ndtoptical.com

Example of a half-page horizontal NDT Quick Fact ad. Actual size is 7-1/4" (18.4 cm) wide by 4" (10.2 cm) deep.

### Display Advertising

*NDTMarketplace* allows for full, half and quarter page advertisements; half and quarter page ad dimensions are the same as for *Materials Evaluation* (see page 7). Full page ad dimensions are slightly smaller than those for *Materials Evaluation*.

### Rates and Sizes

**\$1875 Quarter Page Four Color**

**\$2330 Half Page Four Color**

**\$3065 Full Page Four Color**

#### Full Page Bleed

7 7/8" by 10 7/8" (20 cm by 27.6 cm)  
Add a 1/4" on all sides for trim.

#### FULL PAGE NO BLEED

7" by 9 3/4" (17.8 cm by 24.8 cm)

### Closing Dates

**May:** Space reservations due by 15 February.  
Product press releases due by 3 March.  
Advertising files due by 3 March.

**December:** Ad space reservations due by 17 September.  
Product press releases are due by 1 October.  
Advertising files are due by 1 October.

Advertising in *NDTMarketplace* will not apply toward the frequency agreement set up between advertisers and *Materials Evaluation*.