

Materials Evaluation

Editor David Fanning

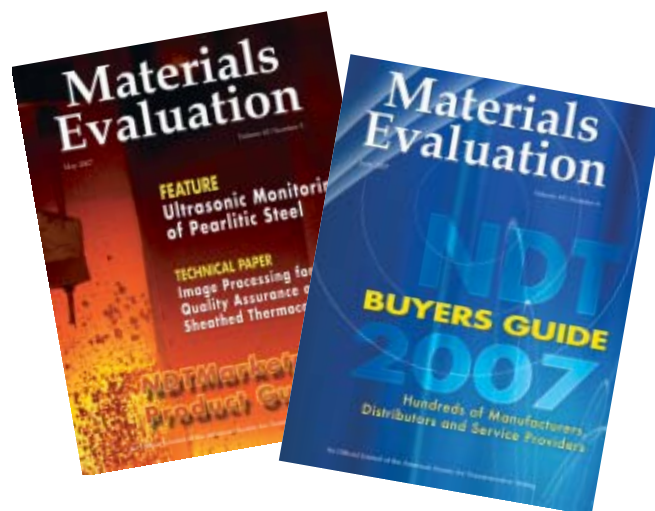
(800) 222-2768 or (614) 274-6003 X207
e-mail < dfanning@asnt.org > .

Assistant Editor Kate Jones

(800) 222-2768 or (614) 274-6003 X205
e-mail < kjones@asnt.org > .

Advertising Supervisor Garra Liming

(800) 222-2768 or (614) 274-6003 X209
e-mail < gliming@asnt.org > .



A Unique Periodical

Materials Evaluation is an official journal of the American Society for Nondestructive Testing (ASNT), exclusively serving the nondestructive testing (NDT) market. The only periodical of its kind, *Materials Evaluation* is circulated monthly to approximately 9,500 members and 2,000 nonmember paid subscribers. The magazine is truly international in scope, with readers in 91 nations.

For 66 years, ASNT's monthly journal has delivered an exclusive audience of NDT professionals who have discovered and purchased products and services through its pages.

Materials Evaluation Is Where to Reach the Top NDT Leaders!

Eighty percent of readers find Materials Evaluation useful in their jobs and give positive statements about the publication and its editorial content.

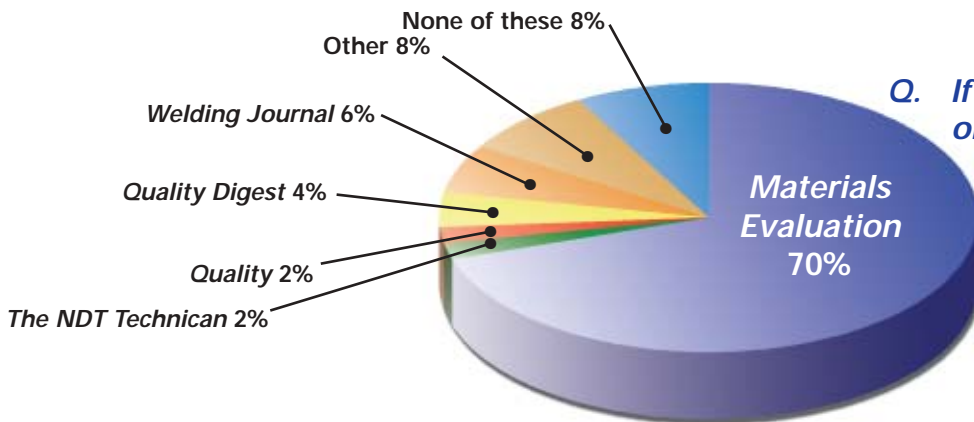
MATERIALS EVALUATION DELIVERS

Will you be there or will your competition?

Materials Evaluation delivers your target market – decision makers and buyers.

This ever-growing market buys well in excess of \$1 billion in equipment, supplies and services annually, and is on the leading edge of technological advancement. The manufacturers and companies that are responsible for generating these advances in the market are active and loyal readers of *Materials Evaluation*, are attendees of the annual ASNT Fall Conference and Quality Testing Show and are ASNT Corporate Partners. If you are in NDT, *Materials Evaluation* is a **MUST BUY** for you as *Materials Evaluation* is a **MUST READ** for our more than 11,000 decision makers.

Preferred Journal for Placing NDT Advertising



Q. If you could choose only one journal in which to place your NDT advertising, which would you choose?

A. Materials Evaluation!*

*Source: Advertising survey conducted in 2004 for ASNT by Research USA, Inc.

Editorial Submissions

Have a new product, been promoted or want to share an idea for a feature story? The editorial staff of *Materials Evaluation* wants to hear from you! We work with our readers to ensure that quality news of the NDT industry is reported and featured. Contact our editorial staff to discuss press releases, news items and features.

Materials Evaluation has four departments that make extensive use of news releases — Product Spotlight, Industry News, New Products and New Media.

Product Spotlight. Geared toward a particular technique or application, Product Spotlight releases do not need to be of products that are new, but rather products that fit the focus as published in the *Materials Evaluation* editorial schedule on page 2 of this Media Planner.

Industry News. Ideal for announcing company name changes, mergers and acquisitions, contracts landed or facilities completed.

New Products. As the name implies, New Products highlights products that are being introduced to the NDT marketplace. New Products runs in the journal on a space-available basis.

New Media. Announces new publications and resources for the NDT professional, including books, journals, databases and Web sites.

Guidelines. To create an effective news release, we ask that you follow these guidelines:

- consult our editorial schedule to match your Product Spotlight submittal with the method being highlighted
- submit your materials at least three months in advance of the issue in which you would like them to appear
- indicate on the release the issue and department in which you would prefer your submittal to appear (material runs on a space-available basis)
- contact the editor (X207) or assistant editor (X205) at (800) 222-2768 or (614) 274-6003 for more information.

NDT Buyers Guide Logo Listing

Enhance your print and Web site listing with an affordably priced *NDT Buyers Guide* Logo Listing. The *NDT Buyers Guide* lists manufacturers, distributors and service providers involved in the nondestructive testing (NDT) industry. Participate in the June issue of the annual *NDT Buyers Guide* and we'll add your company's full-color corporate logo to the 2008 *NDT Buyers Guide* directory in print and online for a nominal fee. Ads measure 2-1/4" (5.7 cm) by 2-3/4" (7.0 cm) deep.

Rate: \$275



✓ **American Society for Nondestructive Testing**
 1711 Arlingate Lane
 Columbus, OH 43228
 (614) 274-6003
 fax (614) 274-6899
 <gliming@asnt.org>
 <www.asnt.org>
 (AE, ET, IM, IR, LM, LT, MT, NR, PT, RT, UT, VA, VT, Services, Specialized)

Missed the Print Version of the *NDT Buyers Guide*?

See page 12 of this Media Planner for online opportunities. Or contact Advertising Supervisor Garra Liming at (800) 222-2768 X209 or e-mail <gliming@asnt.org> .

Month	Space Closing	Materials Due
JANUARY	9 NOVEMBER	16 NOVEMBER
FEBRUARY	11 DECEMBER	18 DECEMBER
MARCH	11 JANUARY	18 JANUARY
APRIL	11 FEBRUARY	18 FEBRUARY
MAY	11 MARCH	18 MARCH
JUNE	11 APRIL	18 APRIL
JULY	9 MAY	16 MAY
AUGUST	11 JUNE	18 JUNE
SEPTEMBER	11 JULY	18 JULY
OCTOBER	11 AUGUST	18 AUGUST
NOVEMBER	11 SEPTEMBER	18 SEPTEMBER
DECEMBER	10 OCTOBER	17 OCTOBER

CLOSING DATES
 Insertion orders and ad materials must be received no later than the dates given in this schedule.
In the event that space is ordered and new materials are not received by the deadline, Materials Evaluation reserves the right to run a previous ad of equal size. No cancellations will be accepted after the closing date.
Materials Evaluation assumes no responsibility for errors in copy submitted by the advertiser or the advertiser's agency.

Dimensions and Rates

Reproduction Requirements

Materials Evaluation, *The NDT Technician* and *NDTMarketplace* are printed using computer-to-plate technology. Advertising materials should be submitted in a digital file format created in a Macintosh environment using either QuarkXPress, Illustrator, Photoshop or FreeHand. Contact the advertising supervisor for other options. It is recommended that advertisers send file formats that can be placed directly into QuarkXPress, such as TIFF or EPS files. ASNT does accept PDFs with a resolution of at least 300 dpi.

Digital files must be accompanied by a proof and a completed copy of the Digital Submission Form that is located on page 16 of this Media Planner.

File Format. TIFF and EPS files are preferred. Application files are accepted but such files will be turned into EPS files by *Materials Evaluation* staff. Be sure to include all graphics and fonts with your ad.

Fonts. Use Postscript Type 1 fonts; include all printer and screen fonts. TrueType fonts should be avoided. Actual fonts with attributes like bold and italics should be used. Stylized fonts may not reproduce properly.

Image Color and Resolution. Files need to be made as either grayscale, CMYK or bitmapped images. Spot colors can be used but DSC files should be avoided. Final resolution of grayscale and CMYK images must be 300 dpi with a 150 line screen. Bitmapped images must have a final resolution of 1200 dpi. All photos and bitmapped images should be saved as either TIFF or EPS graphics.

Media. Advertisements can be sent on an Iomega Zip disk up to 750 Mb, CD-ROM or DVD, or placed on ASNT's FTP site. Please call the advertising supervisor to get the FTP host address, password and instructions for transferring your files. Depending on file size, some advertisements can be submitted using e-mail.

Art Services. Advertisers who request alterations to supplied material, typesetting or ad design services will be charged at the publisher's prevailing rates. No agency commission will be permitted on ads produced by the publication. If typesetting is required, material must be submitted in typewritten form along with a rough layout showing positioning of type, art and headlines. The minimum typesetting charge is \$80 an hour (including charges for changes and corrections).

Materials Evaluation Classified Advertising

All classified ads are 2-1/4" (5.7 cm) wide and are offered in the six depths and prices listed below. Prices include typesetting. Blind box numbers are available.

Display Classified Ads

2" (5.1 cm) — \$265	5" (12.7 cm) — \$410
3" (7.6 cm) — \$315	6" (15.2 cm) — \$470
4" (10.1 cm) — \$385	7" (17.8 cm) — \$505

Minimum classified ad size is 2". Larger classified ad sizes are available: contact the advertising supervisor for details.

Line Classified Ads

Line classified ads are sold by the line at \$25 per line, 33 characters per line. Minimum line ad is six lines.

Service Directory

Directory Card, Professional Card and Deluxe Card ads are sold on a 12 time basis, **payable in advance by credit card or check in US dollars drawn on a US bank or, if credit is established, advertiser will be billed net 30 days.** Professional Card ads measure 2-1/4" (5.7 cm) wide by 1-3/16" (3.1 cm) deep. Directory Card ads are 2-1/4" (5.7 cm) wide by 2-3/8" (6.1 cm) deep. Deluxe Card ads measure 2-1/4" (5.7 cm) wide by 4-7/8" (12.1 cm) deep. Advertising in this section is noncancelable and noncommissionable. Service Directory cards focus on NDT products or professional services.

Directory Card:	ASNT members \$895	Nonmembers: \$1115
Professional Card:	ASNT members \$540	Nonmembers: \$680
Deluxe Card:	ASNT members \$1850	Nonmembers: \$2000

Special Advertising Opportunities

Bellybands, Business Reply Cards, Cover-wraps, Inserts, Outserts, Post-its and Poster Fold-outs

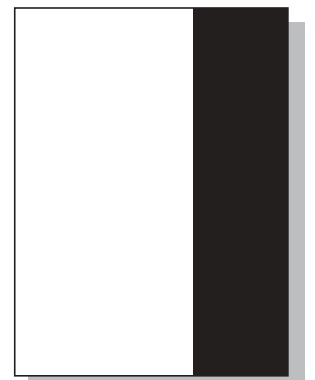
- ❑ Pricing for inserts is the earned frequency black and white rate for size closest to that of insert plus handling charges. (Maximum paper weight is 100# text). We offer bound-in card stock inserts (maximum paper weight is 65# cover), gatefolds and die cut inserts. In most cases, we can use releasable adhesive, thus allowing your material to be easily removed for future reference by the reader.

Contact the advertising supervisor for specifications. A proof of your insert and a sample of the stock it will be printed on must be submitted three weeks prior to the production deadline. Inserts with unusual construction or features may be subject to additional charges to cover extra production costs. Additional costs to cover postage may also apply.

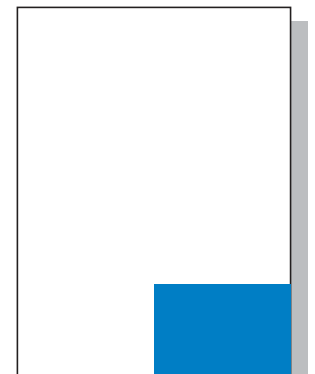
- ❑ Business reply cards are charged at the advertiser's earned frequency rate for a horizontal half-page black and white ad and must be placed with a full page ad. Exact specifications and production information are available from the advertising supervisor.
- ❑ Outserts, cover-wraps, bellybands, Post-its and poster fold-outs are available: call the advertising supervisor for pricing.



ONE PAGE (trim size)
8-3/8" by 10-7/8"
17.8 cm by 24.8 cm



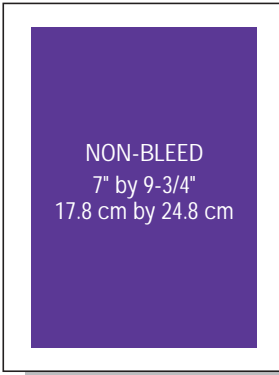
ONE-THIRD VERTICAL
2-1/4" by 9-3/4"
5.7 cm by 24.8 cm



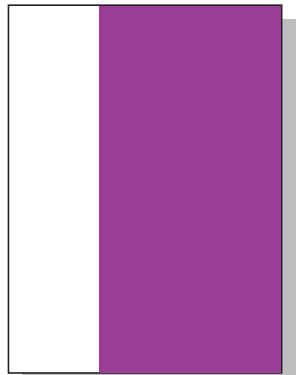
ONE-EIGHTH PAGE
3-3/8" by 2-1/3"
8.6 cm by 5.9 cm

Bleeds: add 1/4" (0.64 cm) on all sides for bleed; keep live matter 1/4" (0.64 cm) from trim and 7/16" (1/12 cm) from the gutter.

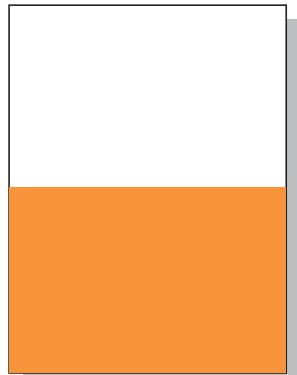
Two page bleed (trim size)
16-3/4" (42.6 cm) by 10-7/8" (27.7 cm).



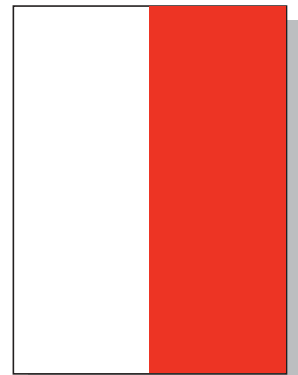
ONE PAGE (live area)
 7" by 9-3/4"
 17.8 cm by 24.8 cm



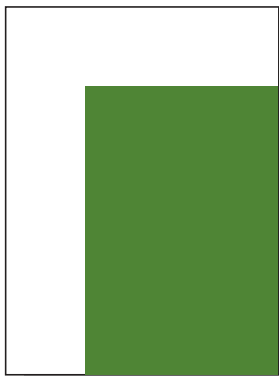
TWO-THIRDS PAGE
 4-3/4" by 9-3/4"
 12.1 cm by 24.8 cm



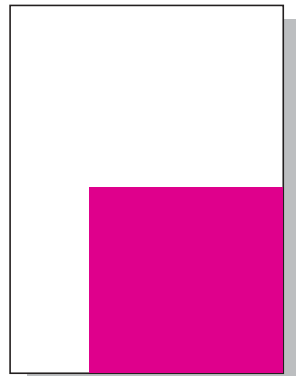
HALF PAGE HORIZONTAL
 7" by 5"
 17.8 cm by 12.7 cm



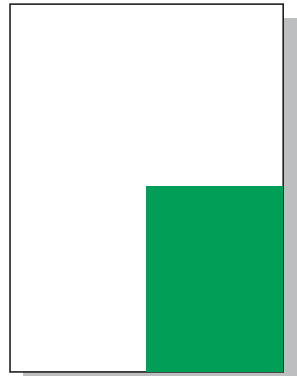
HALF PAGE VERTICAL
 3-3/8" by 9-3/4"
 8.6 cm by 24.8 cm



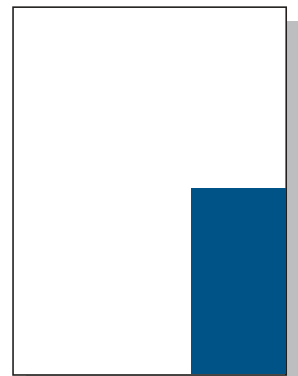
HALF PAGE ISLAND
 4-3/4" by 7-3/8"
 12.1 cm by 18.7 cm



ONE-THIRD PAGE HORIZONTAL
 4-3/4" by 4-5/8"
 12.1 cm by 11.8 cm



QUARTER PAGE
 3-3/8" by 4-5/8"
 8.6 cm by 11.8 cm



ONE-SIXTH PAGE
 2-1/4" by 4-5/8"
 5.7 cm by 11.8 cm

Display Advertising

All rates are subject to change upon thirty (30) day's notice. Rate Card No. 42, effective January 2008.

Black & White Rates								
Size	1x	3x	6x	9x	12x	18x	24x	36x
1 page	\$2485	\$2240	\$1985	\$1875	\$1765	\$1540	\$1320	\$1175
2/3 page	\$2115	\$1880	\$1655	\$1575	\$1495	\$1365	\$1220	\$1040
1/2 island	\$1830	\$1670	\$1525	\$1450	\$1405	\$1260	\$1120	\$ 985
1/2 page	\$1665	\$1505	\$1355	\$1300	\$1235	\$1095	\$ 965	\$ 865
1/3 page	\$1495	\$1335	\$1210	\$1100	\$1045	\$ 910	\$ 775	\$ 690
1/4 page	\$1205	\$1050	\$ 890	\$ 830	\$ 750	\$ 620	\$ 490	\$ 430
1/6 page	\$1035	\$ 890	\$ 765	\$ 705	\$ 635	\$ 525	\$ 415	\$ 350
1/8 page	\$ 645	\$ 540	\$ 465	\$ 435	\$ 385	\$ 320	\$ 255	\$ 230

Color Charges

Four color — one to six times per year \$1495 per insertion; seven or more times times per year \$1350 per insertion.

Matched Colors — \$650 each

Standard Pantone® Inks
 Red (PMS 186)
 Blue (PMS 300)
 Green (PMS 347) — \$715 each

Available Preferred Positions

Covers (four-color only)

- Inside front:\$4085
- Inside back:\$3925
- Outside back:\$4335

Page 1:\$3780

Other Preferred Positions: add 20% premium to current rate (except covers) for opposite table of contents, right hand page, first third of book, opposite masthead or opposite President's Message.

Spread Discount: Take 10% from earned rate for both full and junior spreads.

Current preferred position advertisers have first preference of renewal.