

# 2012 Rate Card and Editorial Calendar

# CNC WEST

[www.cnc-west.com](http://www.cnc-west.com)

DEDICATED TO IMPROVING THE PRODUCTIVITY OF WESTERN METALWORKING

The Magazine for Western Metalworking Manufacturing

## If you want to Sell Your Products Here

## You Should Advertise here



Serving Western Metalworkers Since 1981  
With ONLY Western Region Articles and Information.

6 Information Packed Issues Aimed at Helping You Get More Customers in the West!

# ADVERTISING RATES

## Low Prices + High Readership = West Coast Leads

<b>Black and White Rates</b>					
	<b>1X</b>	<b>3X</b>	<b>6X</b>	<b>12X</b>	<b>Standard Ad Size (Width x Height)</b>
<b>Frequency Savings</b>		<b>7.5% Discount</b>	<b>25% Discount</b>	<b>35% Discount</b>	
1 Page	\$2,250	\$2,080	\$1,685	\$1,460	Live: 7"x10" Trim: 8.375 x 10.875 Bleed: 1/8"
Island Half Page	\$1,650	\$1,525	\$1,235	\$1,070	4.562" x 7.500"
1/2 Page	\$1,450	\$1,340	\$1,080	\$935	Vert. 3-3/8" x 10" — Hor. 7" x 4.875"
1/3 Page	\$995	\$920	\$745	\$645	Vert. 2.187"x 10" — Hor. 4-9/16"x 4.875"
1/4 Page	\$750	\$695	\$560	\$485	3.375 " x 4.562"
1/6 Page	\$395	\$365	\$295	\$255	Ver. 2.187"x 4.875" — Hor. 3.375"x 2.125"
1/12 Page	\$295	\$272	\$220	\$190	2.125" x 2.125"

**Color Charges  
Added to B/W Rates**

**NEW LOWER COLOR CHARGES**

Standard Second Color ..... \$400  
 PMS Color ..... \$700  
 6 & 12 X 2nd Color Frequency \$350  
 Four Color..- Full Page ..... \$1,100  
 Four Color..- 1/2 Page or less . \$700  
 6 & 12 X 4 Color Frequency . \$1,000  
 Spread 4 Color ..... \$1,500

**COVER RATES:**

\* COVERS ARE  
NON-CANCELLABLE

2nd Inside Front..... \$4,000  
 3rd Inside Back ..... \$3,600  
 4th Outside Back..... \$4,000  
 \* Cover Charges include 4 color

**Special 2 Page Spread -  
\$3,500 Plus Color  
Trim Size — 16-3/4" x 10-7/8"**

***Cancellations must be in writing and none is considered accepted until confirmed in writing by the publisher***

**COMBINATION RATES**

CNC-WEST Advertisers may combine the number of advertising insertions in CNC-WEST with MACHINE TOOLS WEST to earn the best frequency discounts available. All contract rates must be run on a consecutive basis.

**CNC-WEST.COM Web Site**

*For information on running banner ads on our site please call for rates*

Mailing instruction: Advertising contracts, ads, proofs and correspondence should be addressed to: **CNC-WEST**

**16835 Algonquin St # 158, Huntington Beach, CA 92649**  
**(714)840-1300 • Fax: (714) 840-5555**  
**email: larnold@cnc-west.com**

**Material Requirements**

Arnold Publications requests that all advertisements be submitted as **PDF** files.  
 (Job Options: Press. All images must be at least 300 dpi using CMYK Color and all fonts and images must be embedded.)  
 File(s) can be sent to the magazine via **e-mail**: Larnold@cnc-west.com or Upload files via our **Ftp** site. Call Linda at 714 840-1300 for instructions.

# 2012 Editorial Calendar

## 6 IDEA-PACKED PROFIT-MAKING ISSUES

**The STRENGTH of a Regional Magazine Should be in its Regional Editorial. No one does it BETTER or has done it LONGER than CNC WEST.**

### Feb/March

Editorial: Closes Jan 21nd  
Ad Space Closes Jan. 28th  
Ad Material Closes Feb 4th

#### Westec 2012 Issue

- **Aerospace**
- **Defense**

*The West leads the way when it comes to Aerospace and Defense.*

**Bonus Circulation at Westec**

### April/May

Editorial: Closes March 21st  
Ad Space Closes March 28th  
Ad Material Closes April 1st

- **Software-Cad/Cam and Estimating**
- **Controls**
- **DRO's**

### June/July

Editorial: Closes May 19th  
Ad Space Closes May 23rd  
Ad Material Closes June 2nd

- **Turning**
- **Screw Machines**
- **Medical**

### Aug/Sept

Editorial: Closes July 21st  
Ad Space Closes July 25th  
Ad Material Closes Aug 1st

- **EDM**
- **Grinding**
- **Waterjet**

**Bonus Circulation at IMTS**

### Oct/Nov

Editorial: Closes Sept 19th  
Ad Space Closes Sept 26th  
Ad Material Closes Oct 3rd

- **Tooling**
- **Workholding**
- **Tool Management**

### Dec/Jan

Editorial: Closes Nov 17th  
Ad Space Closes Nov 24th  
Ad Material Closes Dec 2nd

- **Quality Control**
- **Inspection**
- **Metal Fabricating**

**The following Statements are all UNSOLICITED and sent to us in 2011 when people renewed their subscription online**

*I am renewing my subscription. I always enjoy the "real-world" articles and practical advice.*

*Magnesium Products of America  
Clint Craft*

*I do think this is one of the most informative magazines I have seen.*

*Gosiger, Inc.  
Doug Polling*

*Very Good Magazine  
Jacob Stephen, Lomita Ca.*

*Great Magazine, it keeps me up to date on new technologies.*

*MBARI—Moss Landing, Ca.  
Ray Thompson*

*Great magazine! Love C.H. Bush's editorials!!*

*UBATC College-Utah  
William Reese*

*thank you for it magazine, this is a great help for the advertising and information that you give us.*

*Enrique Rangel, San Jose, Ca.*

*Excellent publication. Keep up the good work!*

*Zero Engineering—Ontario, Ca.  
Jacky Chu*

*Great Publication, love the local articles  
Lewis Machinery Sales, Ventura, Ca.  
David Lewis*

# CNC WEST

## is The Best Way To Reach WESTERN METALWORKING MANUFACTURES

The **STRENGTH** of a Regional magazine should be in it's Regional editorial.

We are **ALL WESTERN** Region editorial **ALL THE TIME!!**

For over **30 YEARS** we have been bringing Western Metalworking Manufacturers the editorial they need to help them in their shop.

When considering Western Region Magazines,

# Choose the one at the TOP! CNC WEST

### General Information

The longest printing regional industrial magazine serving the Western States. With a nearly 19,000 circulation our readership consist of manufacturing engineers to shop owners from 1 employee to those larger plants of 5000 or more. Its editorials feature applications in all size machine shops, tooling, programming, robotics and shop operations, training personnel, financing of new equipment, cutting tools and all related manufacturing requirements. Coverage extends to all of California, Washington, Oregon, Nevada, Arizona, Utah, Idaho, Colorado, Montana and New Mexico.

#### Founder

*Thomas F. Arnold*

#### President/Publisher

*Shawn Arnold - sarnold@cnc-west.com*

#### Production/Operations Manager

*Linda Arnold - larnold@cnc-west.com*

#### Editor

*Charles "Chuck" Bush - editor@cnc-west.com*

#### Circulation Manager

*Charlene Strawbridge - charlene@cnc-west.com*

### Delivery Liability

Publisher is not liable for delays in delivery or for non-delivery in the event of Act of God, action by any governmental or quasi-governmental agency, insurrection, embargo, fire, flood, riot, explosion, strikes whether legal or illegal, labor or material shortage, transportation interruption of any kind, work slowdown, or any circumstance beyond control of publisher which affects production or delivery in any manner.

### Copy and Contract Regulations:

All copy subject to the approval of the publisher. Thirty days written notice on cancellation of contract schedules is required. An advertiser who does not complete a committed schedule will be subject to short rate.

### Publisher's Protective Clauses:

Advertisers and advertising agencies assume liability for all content (including text, representation and illustrations) of advertisements printed and also assume responsibility for any claims arising therefrom against the publisher. The publisher reserves the right to place, the word "advertisement" with copy which in the publisher's opinion resembles editorial matter.

### ADVERTISING SALES

**(714) 840-1300**

**email:sarnold@cnc-west.com**

### PRODUCTION DEPARTMENT

**email: larnold@cnc-west.com**

Publisher's Notice: We assume no responsibility for the validity of claims in connection with items appearing in CNC WEST magazine. Addresses are given to facilitate further inquiry.

#### ISSUANCE AND CLOSING DATES:

Published every other month, October, December, February, April, June and August. Issued third week of publication month. **Closing Dates:** Firm space reservations 20th of preceding month.

## **CNC-WEST**

## **Arnold Publications**

16835 Algonquin St. #158

Huntington Beach, CA 92649

**(714) 840-1300 FAX: (714) 840-5555**

**www.cnc-west.com**