



Drill Bits

Magazine of the National Drilling Association

R A T E C A R D

2012

Drill Bits

The only magazine that specifically targets the geotechnical, environmental and mineral exploration sectors of the drilling industry.

What's Drill Bits All About?

Drill Bits is a professional, 4-color magazine with an editorial focus on job stories of drilling contractors, regular features on technical aspects of drilling, safety issues affecting the industry and the latest information on tools and equipment from manufacturers who supply this market segment.

What Can Drill Bits Do For You?

Designed exclusively to target the needs of the drilling industry, Drill Bits reaches more than 9,000 professionals in the geotechnical, environmental and mineral exploration segments of the drilling industry.

Who Should Advertise in Drill Bits?

Drill Bits is the ideal place for manufacturers, distributors and drilling contractors to advertise their products and services. It is the most cost-effective way for manufacturers and distributors of drilling equipment and affiliated products to advertise directly to their end users. Drill Bits is also the best way for drilling contractors to reach architects, engineers, general contractors and government agencies who specify drilling services.

What You Need to Know

- 2 issues per year: Spring and Fall
- Guaranteed circulation of 9,000 per issue
- Estimated readership of 20,700 per issue
- Advertisers receive complimentary copies of each issue
- Reader Response Card in every issue generates sales leads for advertisers

2012 ADVERTISING RATES

Commission: Ads net, not commissionable.

4-COLOR

	Members		Non-Members	
	1x	2x	1x	2x
Back Outside Cover		3095		3595
Inside Front Cover		2715		3215
Inside Back Cover		2715		3215
Full Page	2740	2285	3240	2785
2/3 Page	2075	1730	2575	2230
1/2 Page Vertical (Island)	1430	1200	1930	1700
1/2 Page Horizontal	1380	1150	1880	1650
1/3 Page Square	1105	920	1605	1420
1/3 Page Vertical	1105	920	1605	1420
1/4 Page	870	725	1370	1225
1/6 Page Horizontal	610	515	1110	1015
1/6 Page Vertical	610	515	1110	1015

BLACK & WHITE

	Members		Non-Members	
	1x	2x	1x	2x
Full Page	2050	1705	2550	2205
2/3 Page	1525	1270	2025	1770
1/2 Page Vertical (Island)	1090	920	1590	1420
1/2 Page Horizontal	1040	870	1540	1370
1/3 Page Square	815	680	1315	1180
1/3 Page Vertical	815	680	1315	1180
1/4 Page	590	490	1090	990
1/6 Page Horizontal	405	335	905	835
1/6 Page Vertical	405	335	905	835
Standard Business Card	325		N/A	

Page Placement — Add \$150 per ad

Center Spread — Add \$250 per ad

Deadlines

Closing dates for space reservations and advertising materials for all ads are as follows:

Closing Date for Space Reservations

SPRING ISSUE - March 15
FALL ISSUE - September 15

Closing Date for Ad Materials

SPRING ISSUE - March 20
FALL ISSUE - September 20

A signed space reservation contract and a matched proof must accompany all ads. Ads will not be run in the absence of a signed contract. For multiple insertions, the publisher will repeat the advertiser's most recent ad if new material has not been received by the deadline.

Extensions and Cancellations

No extensions can be given. Ads must be received by the closing date. No cancellations or changes in space reservations will be accepted after the closing date.

Production

Drill Bits editorial staff does not assist with the production of ads.

Printing Process

Web and sheet-fed, saddle-stitched. Black and white and four-color ads are accepted. Pantone color matches cannot be guaranteed.

Electronic File Submission

Display ads must be submitted electronically and must follow these guidelines:

Software Applications

WINDOWS

Illustrator 8.0 — CS3
Photoshop 5.0 — CS3
InDesign 2.0 — CS3

Hi-res PDF files only. At finished size, ads must be 300 DPI or greater. No RGB files will be accepted. All colors must be CMYK.

Fonts

Both screen and printer fonts must be included in your files.

Transfer Mediums

CD or USB stick

A directory of files must accompany a CD or USB stick.

Mechanical Requirements

Width by Height

Full Page	7 5/16" x 9 5/8"
2/3 Page	4 13/16" x 9 5/8"
1/2 Page Vertical (Island)	4 13/16" x 7 1/8"
1/2 Page Horizontal	7 5/16" x 4 5/8"
1/3 Page Square	4 13/16" x 4 5/8"
1/3 Page Vertical	2 5/16" x 9 5/8"
1/4 Page	3 9/16" x 4 5/8"
1/6 Page Horizontal	4 13/16" x 2 3/16"
1/6 Page Vertical	2 5/16" x 4 5/8"
Standard Business Card	3 1/2" x 2"

Advertising Dimensions

Full page bleed size is 8 3/4" x 11 1/4"

Magazine trim size is 8 1/2" x 11"

SINGLE PAGE: Trim size: 8 1/2" x 11"
Full bleed: 8 3/4" x 11 1/4"

2-PAGE SPREAD: Trim size: 17" x 11"
Full bleed: 17 1/4" x 11 1/4"

2/3 PAGE: Trim size: 4 13/16" x 9 5/8"
Full bleed: 5 5/8" x 11 1/4"

Bleeds: Keep all live matter at least 3/8 inches from trim edges.

Business Card Ads

Business card ads must be scannable. Publisher cannot assume responsibility for quality of scanned art. Available in black ink only.

Classified Ads

Classified ads must relate to used equipment, employment or business opportunities. For non-members, payment must accompany ad copy. Publisher reserves the right to edit all ads.

Unacceptable Materials

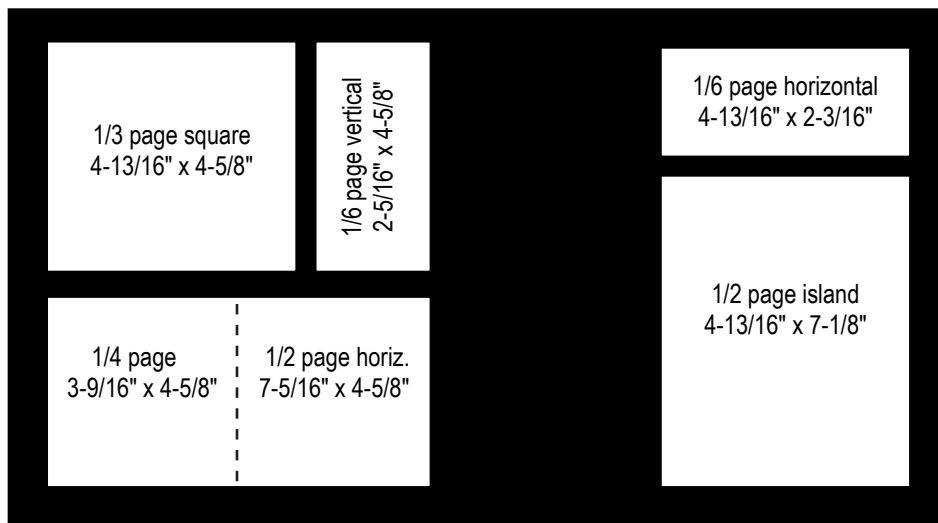
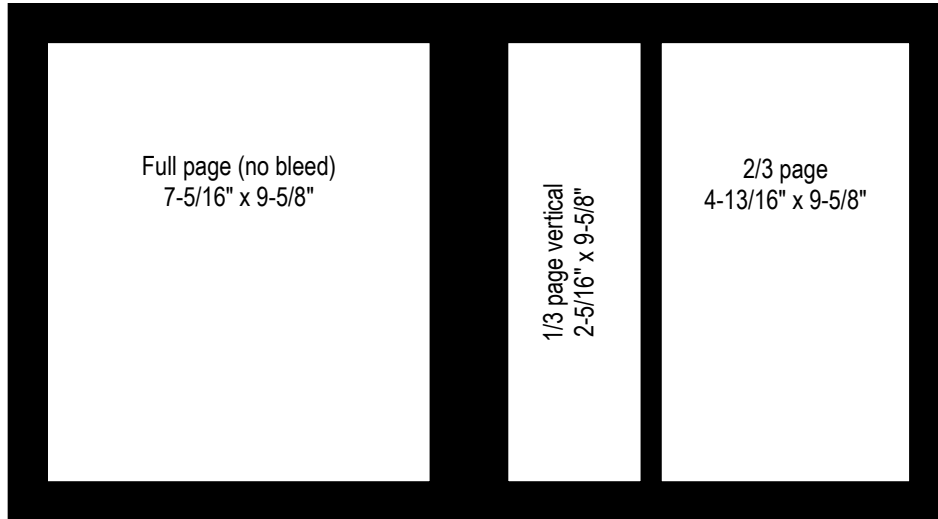
Materials that are handwritten, typed, photocopied, previously printed or laser-generated are not acceptable. Ads created with Microsoft Paint, Publisher, Word or Excel software cannot be accepted.

Send all advertising materials to:

Drill Bits Magazine
National Drilling Association
1545 W. 130th Street, Suite A2
Hinckley, OH 44233

Tel: 877-NDA-is4u (632-4748)
Fax: 216-803-9900
E-mail: info@nda4u.com
Website: www.nda4u.com

AD LAYOUT DIAGRAM



National Drilling Association
1545 W. 130th St., Suite A2
Hinckley, OH 44233
Tel: 877-NDA-is4u (632-4748)
Fax: 216-803-9900
www.nda4u.com



National Drilling Association
 1545 W. 130th St., Ste. A2
 Hinckley, OH 44233
 Tel: 877-632-4748
 Fax: 216-803-9900
 www.nda4u.com
 E-mail: info@nda4u.com



PRINT INSERTION ORDER 2012

Please Print

Company _____

Contact _____

Address _____ Suite _____

City _____

State _____ Zip _____

Country _____

Phone _____

Fax _____

E-mail _____

Authorized Signature _____

Print Name _____

Date Signed _____

Ad Space Reservation Deadline Ad Materials Deadline

Spring Issue: March 15 Spring Issue: March 20
 Fall Issue: September 15 Fall Issue: September 20

ISSUE AND AD SIZE

- Spring, Fall (2x) Check all appropriate boxes
 Spring (1x)
 Fall (1x)

Commission: Ad rates are net, not commissionable.

Please circle your ad color and size selection below.

COLOR ADVERTISING	Members		Non-Members	
	1x	2x	1x	2x
• Back Outside Cover		3095		3595
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• 1/6 Page • Horizontal • Vertical	610	515	1110	1015

- Page Placement - Add \$150 per ad
- Center Spread - Add \$250 per ad

BLACK & WHITE	Members		Non-Members	
	1x	2x	1x	2x
• Full Page	2050	1705	2550	2205
• 2/3 Page	1525	1270	2025	1770
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• Standard Business Card	325	N/A		

READER RESPONSE PROGRAM – Free to all advertisers.

____ Yes, I wish to participate in the Reader Response Program. Leads generated should be addressed to:

Company _____ Attention _____

Address _____

City _____ State _____ Zip _____

Phone _____ Fax _____ E-mail _____

____ No, I do not wish to participate in the Reader Response Program.