

# DRILL BITS

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MAGAZINE OF THE NATIONAL DRILLING ASSOCIATION

**RATE CARD**

2017

# DRILL BITS

The only magazine that specifically targets the geotechnical, environmental and minerals 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 minerals 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
- Past issues archived on the NDA website

## 2017 ADVERTISING RATES

Commission: Ads net, not commissionable.

### 4-COLOR

	Members		Non-Members	
	1x	2x	1x	2x
Back Outside Cover		3560		4135
Inside Front Cover		3125		3695
Inside Back Cover		3125		3695
Full Page	3150	2630	3725	3200
2/3 Page	2385	1990	2965	2565
1/2 Page Vertical (Island)	1645	1380	2220	1955
1/2 Page Horizontal	1585	1325	2165	1890
1/3 Page Square	1270	1060	1845	1635
1/3 Page Vertical	1270	1060	1845	1635
1/4 Page	1000	835	1575	1410
1/6 Page Horizontal	700	595	1280	1170
1/6 Page Vertical	700	595	1280	1170

### BLACK & WHITE

	Members		Non-Members	
	1x	2x	1x	2x
Full Page	2360	1960	2935	2535
2/3 Page	1755	1460	2330	2035
1/2 Page Vertical (Island)	1255	1060	1830	1635
1/2 Page Horizontal	1195	1000	1770	1575
1/3 Page Square	940	785	1515	1360
1/3 Page Vertical	940	785	1515	1360
1/4 Page	680	565	1255	1140
1/6 Page Horizontal	465	385	1040	960
1/6 Page Vertical	465	385	1040	960
Standard Business Card	375		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:

- Hi-res PDF or JPG files only.
- At finished size, ads must be 300 DPI or greater.
- Colors must be CMYK or Grayscale. No RGB or PMS colors.
- All fonts MUST be embedded.

## Transfer Mediums

- CD or USB stick
- DropBox link
- Email attachment

## 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.

## Unacceptable Materials

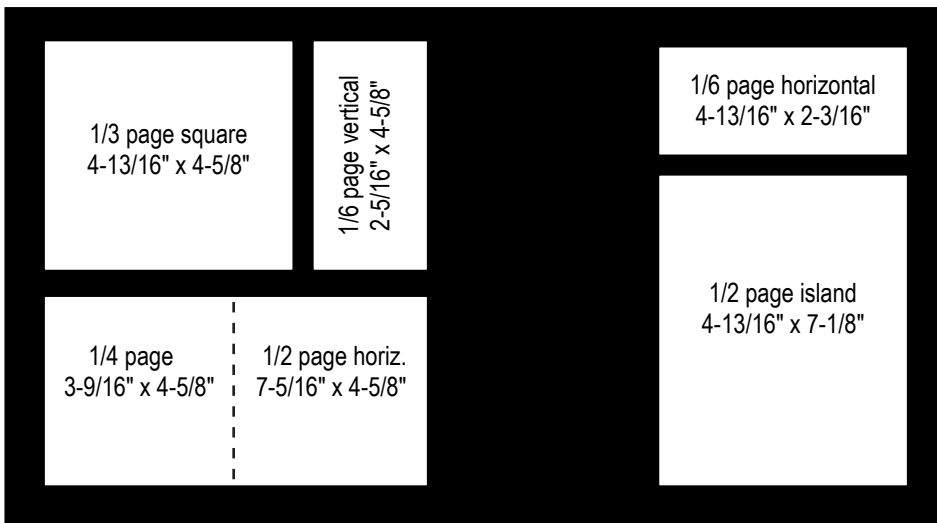
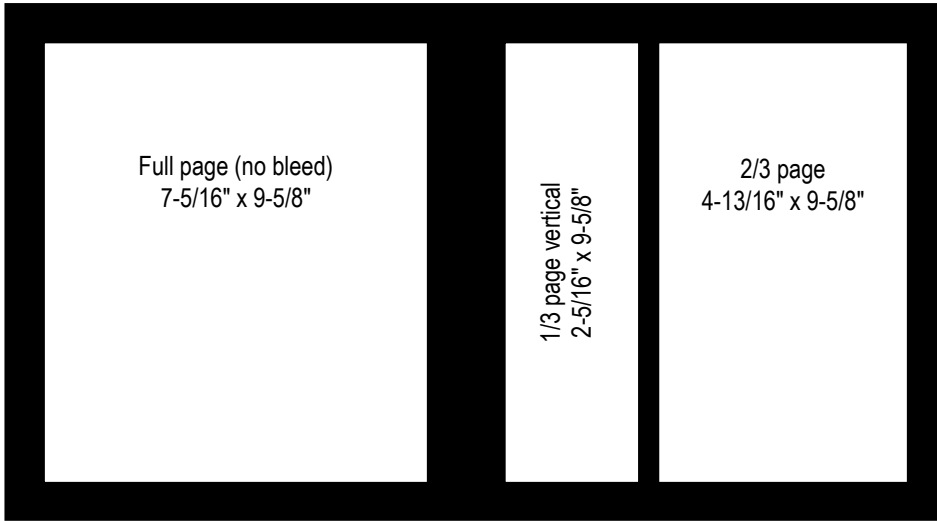
Materials that are handwritten, typed, photocopied, previously printed or laser-generated are not acceptable.

### **Send all advertising materials to:**

Drill Bits Magazine  
National Drilling Association  
4036 Center Road, Suite B  
Brunswick, OH 44212

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

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4036 Center Road, Suite B  
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MAGAZINE OF THE NATIONAL DRILLING ASSOCIATION

## PRINT INSERTION ORDER 2017

Please Print

Company \_\_\_\_\_

Contact \_\_\_\_\_

Address \_\_\_\_\_ Suite \_\_\_\_\_

City \_\_\_\_\_

State \_\_\_\_\_ Zip \_\_\_\_\_

Country \_\_\_\_\_

Phone \_\_\_\_\_

Fax \_\_\_\_\_

E-mail \_\_\_\_\_

Billing address is different from above

Authorized Signature \_\_\_\_\_

Print Name \_\_\_\_\_

Date Signed \_\_\_\_\_

### Ad Space Reservation Deadline    Ad Materials Deadline

Spring Issue: March 15  
Fall Issue: September 15

Spring Issue: March 20  
Fall Issue: September 20

### ISSUE AND AD SIZE

- Spring, Fall (2x)  
 Spring (1x)  
 Fall (1x)

Check all appropriate boxes

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		3560		4135
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- Page Placement - Add \$150 per ad  
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BLACK & WHITE	Members		Non-Members	
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• 1/6 Page • Horizontal • Vertical	465	385	1040	960
• Standard Business Card	375	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.