

# PIPELINERS

HALL of FAME NEWS

2009  
Advertising  
Rate Card

RATE CARD NO. 12

EFFECTIVE JANUARY 1, 2009

## OUR GOAL

**Pipeliners Hall of Fame News** is a leading publication in the pipeline industry and is edited and published for companies and individuals involved in the pipeline construction industry worldwide. Our mission has always been to fulfill the needs of our readers with an editorial product that is unmatched in quality and integrity. Our well balanced coverage of activity in the pipeline industry for more than 11 years has generated unsurpassed reader and advertiser loyalty and has cemented the publication as the choice for the pipeline industry.

Each issue reports interesting articles, contracts awarded for construction, proposed pipelines and updates on proposed pipelines, current pipeline news, and news concerning friends within our industry.

## MARKETING BONUS

Through research, **Pipeliners Hall of Fame News** has discovered that offering our advertisers the opportunity to place a complimentary feature editorial in the publication has been a great added bonus to their advertising.

The complimentary editorial offer features a 2- page, 4-color editorial which alerts the industry of your company's proud history, new products or services your company may offer or perhaps a special project your company has been involved in.

Feedback from our advertisers who have taken advantage of this offer have been very positive!

"As soon as our editorial was published, we received an order for 50,000 mats. Thank you for the editorial opportunity"

## CIRCULATION

**Pipeliners Hall of Fame News** is published nine times per year in February, April, May, June, July, August, September, October and December.

**Pipeliners Hall of Fame News** is a paid subscription publication. This assures our advertisers of reaching a qualified market which is vitally interested in the pipeline construction industry.

“As soon as our editorial was published, we received an order for 50,000 mats.”

Thank you for the editorial opportunity.”

P. O. Box 1147, Colorado City, TX 79512 • Phone (800)790-5551 • Fax: (325)202-2925

www.pipelinejobs.com • e-mail: tbostic@pipelinejobs.com

## ADVERTISING RATES

### Black and White Rates

Ad Size	1x	3x	6x	9x
Full Page	\$825	\$760	\$715	\$675
2/3 page	\$615	\$595	\$550	\$505
1/2 page	\$505	\$480	\$440	\$395
1/2 page island	\$545	\$495	\$425	\$430
1/3 page	\$430	\$390	\$360	\$350
1/4 page	\$390	\$360	\$300	\$275

Business Card Ad \$100 per insertion  
Business Card Ad has a minimum of 6 insertions

### Color Rates

4/Color per page or less, extra \$700  
Single Color - per page or less, extra \$360

### COVERS

Inside Front (additional per page - 4C only) \$300  
Inside Back (additional per page - 4C only) \$300  
Back Cover (additional per page - 4C only) \$400

### COMMISSION AND DISCOUNTS

15% agency commission is allowed to recognize ad agencies.

## CLOSING DATES

Issue	Date
February.....	January 5
April.....	March 5
May.....	April 5
June.....	May 5
July.....	June 5
August.....	July 5
September.....	August 5
October/November.....	Sept 5
December/January.....	Nov 5

Advertising materials must arrive at Pipeliners Hall of Fame News no later than 10 days after the closing date. The previous ad will be picked up for current issue if no material is received.

## AD SIZES

Ad Size	Width	Height
Full Page	7"	10"
2/3 page	4 5/8"	10"
1/2 page island	4 5/8"	7 1/2"
1/2 page horizontal	7"	4 7/8"
1/2 page vertical	3 3/8"	10"
1/3 page vertical	2 1/4"	10"
1/3 page square	4 5/8"	4 7/8"
1/4 page vertical	3 3/8"	4 7/8"
Business Card	3 3/8"	2"

## MECHANICAL SPECIFICATIONS

Trim Size: 8 1/2" x 11"  
Binding Method: Saddle-stitched  
Method of Printing: Offset  
Bleed: 8 3/4" x 11 1/4"  
Available on full page ads only. Typed matter must be at least 3/4" from edge

## ADVERTISING SPECIFICATIONS

**Supported Applications:** Adobe InDesign, Adobe Illustrator, and Adobe Photoshop

**Applications NOT Supported:** Microsoft Word, Power Point files, Word Perfect or Microsoft Publisher

**Formats accepted:** MAC and PC files: .tiff, .eps, .jpg and .pdf (.pdf MUST be optimized for press)

**NOTE:** You can use InDesign 2.0, Quark 6.0, Illustrator 10 and Photoshop 7 to create PDFs directly out of the application file. With all other authoring software, you need to print to a Postscript file (print to disk/file) and distill it using Acrobat Distiller 4.0 or higher rather than printing a PDF directly out of the application.

The print driver to use is Adobe PS 8.5.1 or higher (do not use Acrobat PDFWriter).

Because PDF files were developed for web based publishing, many desktop publishing applications do not support 4/color printing. Check the application you are using to be sure that it supports CMYK separations.

All images placed in the PDF file should be in CMYK (not RGB) mode. Images should be composite .eps or .tiff files and resolution should be a minimum of 266 dpi.

Check your document to be sure all placed files are linked.

Before printing the PDF or postscript file, check to make sure the fonts used

in the document are active.

If using a Mac, fonts should not be stylized (ex. Use the Helvetica Bold font, do not use Helvetica and select Bold from the style menu).

To maintain bleeds, add 1/4" to the paper width and height in the print box when you write the postscript file. Do not make the DOCUMENT size 1/4" larger. The document size should be the trim size of the magazine - 8 1/2" x 11".

**File Preparation:** All specified color, images, and scans must be in CMYK mode. RGB color must be converted to CMYK. Resolution should be 300 dpi. Include all image links and fonts. If using Illustrator, turn the fonts into outlines before saving the file. Supply Quark "Collect for Output" report. A hard copy proof of the ad should be provided to insure correct ad reproduction.

## SUBMISSION

Digital files may be emailed to:  
tbostic@pipelinejobs.com

Questions may be directed to:  
Tina Bostic  
(800)790-5551 or (432)425-6564

Ads on CD may be mailed to:  
Tina Bostic  
311 East Illinois  
Midland, TX 79701

If sending by overnight delivery, send to:  
Tina Bostic  
Universal News Inc  
311 East Illinois  
Midland, Texas 79701

## CONTRACT AND COPY REQUIREMENTS

Rates include space only with the Advertiser's understanding that copy will be received camera-ready. Copy, Layout, typesetting, photographs, drawings, and mechanical art provided by Publisher, will be billed to the Advertiser/Agency.

Advertising copy is subject to approval of Publisher.

Advertisers and Advertising agency assume liability for all content (including text, representations and illustrations) of advertisements printed and also assume responsibility for any claims arising therefrom against Publisher.

Advertising contracts may be canceled by Publisher, without notice, for non-payment of invoices.

Advertising contracts may be canceled by Advertiser and/or Publisher with 30 days written notice.

Publisher will repeat latest advertisement for scheduled space when no new acceptable ad copy is furnished.

Minimum size for display advertisement is a Business Card ad.

## EDITORIAL GUIDELINE

We offer our Advertisers the opportunity to publish an editorial in our publication once per year. This complimentary editorial would span two full pages of 4/color editorial material.

The editorial can be about the history

of your company, your products and services, a company anniversary or celebration, a special project your company has been involved with, safety issues, environmental issues, a personnel spotlight, or anything you feel may be of interest to our readers. Publisher does reserve the right to review editorial materials and may refuse editorial material at their discretion.

**Editorial Specifications** - The editorial should contain 900 - 1100 words. It is requested that four or more photos be included with the editorial along with captions for the photos when possible. Photos must be 300 dpi or greater. If possible, we will try to include one of your photos on the cover of the same issue. Cover coverage depends on space availability, quality and size of photos submitted.

**Submission** - It is preferred that the editorial be submitted in a Word document. Editorial and photos may be emailed to [tbostic@pipelinejobs.com](mailto:tbostic@pipelinejobs.com). If you would prefer to send materials by overnight delivery, please call Tina at (800)790-5551 for shipping instructions.

**Reprints** - Reprints are available upon request. Please contact Tina Bostic at (800)790-5551 for a price quote. Editorials may not be reproduced without permission of Publisher.