

NASPD

PUBLICATIONS

**2017
Media Guide**



**National Association
of Steel Pipe Distributors**

Reach the growing manufacturing, sales and distribution segments of steel pipe industry.

Sensible companies understand the impact of targeted advertising and harvest the rewards of having a relevant message channeled to the desks of influential industry professionals.

For over 20 years, NASPD Pipeline has reported on industry news and events. With a growing extended readership of over 3000 pipe professionals, Pipeline newsmagazine offers great value to advertisers searching for the opportunity to put their brand in front of knowledgeable decision makers.

NASPD Publications is excited to again extend our 2014 advertising rates through 2017. We know you have many advertising vehicles in which to invest your resources and we appreciate your decision to include Pipeline and/or our Membership Directory.

Pipeline is published 3 times a year. NASPD Membership Directory is published yearly. The NASPD Membership Directory is utilized as a business tool throughout the year by influential pipe professionals.

An Industry Standard

Editorial Information

The *PIPELINE* Editor welcomes contributions of informative industry articles and feature stories as well as company news releases and product announcements. Only articles with a relevant bearing on the steel pipe and tubular products industry will be considered for publication. NASPD Member companies are also encouraged to submit information on their events, travels and personal accomplishments for the "News" and "Out and About" sections of *PIPELINE*. For submitted physical materials to be returned, please provide a self-addressed, stamped envelope.

For more information or to submit contributions:

NASPD
1501 E. Mockingbird Lane, Suite 307 / Victoria, TX 77904
(361) 574-7878; fax (832) 201-9479 / email: info@naspd.com

Advertising Policy

Subject to approval by NASPD corporate office, *PIPELINE* will consider advertising from any NASPD member company. *PIPELINE* will also consider advertising from a non-member company that has a legitimate interest in NASPD only if that company is not eligible for NASPD Membership. All advertising in *PIPELINE* is subject to approval by the Publisher (NASPD). Publication of advertisement in *PIPELINE* does not constitute an endorsement of the Advertiser or its products by NASPD. Payment by non-member Advertisers must be received by ad close date. NASPD Member companies will receive a discounted rate for advertising as described in this rate guide. Advertising in the *NASPD Membership Directory* is limited to NASPD Member companies. All agreements are governed by the terms and conditions established by the rate card. Any exceptions are subject to the Publisher's approval.

Reprints

Reprints of any item in *PIPELINE* are available at the cost of the requester. Call the NASPD staff for details (361) 574-7878. *PIPELINE* reprints can be excellent sales and marketing tools - as handouts for staff, customers, trade shows, direct mail, and any number of other cost effective applications.

Inserts

For insert rates contact NASPD Advertising Sales. Advertiser will supply preprinted inserts in quantity to match the press run for the corresponding *PIPELINE* issue. Postcard inserts must run with at least a full page ad.

Shipping Information

Send insertion orders, contracts and advertising materials to:

NASPD Publications, c/o Key & Associates LP
PO Box 3053
Victoria, TX 77903
Phone: (361) 649-5562 / Toll Free Fax: (866) 381-6172
Email: lwk@key-assoc.com

Terms

Payment in full from NASPD Member Advertisers is expected upon receipt of invoice and corresponding issue of *PIPELINE* or NASPD Membership Directory. Payment by Non-member Advertisers must be received by the ad close date. No cash discounts or ad agency commissions will be allowed. A \$10 late charge will be levied on accounts more than 30 days past due. Non-member companies will be required to provide a completed credit application before credit may be extended.

Acceptance of Advertising

The Publisher reserves the right at any time and for any reason to decline any advertising copy and cease further publication of any advertising. Only the publication of the advertisement shall constitute final acceptance of the Advertiser's order.

Cancellations

Orders for advertising space can be cancelled only if written notice of the Advertiser's intent to cancel the order is received by the Publisher on or before the advertising close date for the issue.

Complaints

Claims for defects, damages or non-performance by the Publisher must be made by the Advertiser in writing within thirty days of the issue date of the magazine issue.

Publisher's Liability

The Publisher's liability shall be limited to the net invoice price of the advertisement in dispute and shall in no event include special or consequential damages, including lost profits or any other damages of any nature other than the return or cancellation of relevant charges or rerun (make-good on the advertisement at Publisher's sole option). The Advertiser agrees to hold harmless the Publisher and/or the Publisher's Agent against any liability, claims, damages, demands, losses, cost or expense (including attorneys' fees) arising out of or in any way connected with the publication of any material submitted by the advertiser.

2017 Submission deadlines for all materials.

Pipeline - Issue Date	Submission Deadline
1st Issue - January 2017	November 31, 2016
2nd Issue - May 2017	March 15, 2017
3rd Issue - August 2017	June 15, 2017

Directory - Issue Date	Submission Deadline
July 2017	April 15, 2017

Art Specifications

Live Copy Dimensions per page: 7.75"W x 10.25"H

Page size: 8.5"W x 11"H

Bleed Ads: There is no additional charge for bleed ads (available for spread, fulls page, 2/3 page, 1/2 page horizontal and 1/3 page vertical). Allow 1/8" beyond page size for bleed edges.

Art Requirements: Ad materials should be provided as electronic files on CD, email or FTP upload (contact us for details). When submitting by email, compress files with WinZip or Stuff It. Acceptable PC file formats are EPS, JPG, TIF, Adobe Illustrator/Photo Shop CS2 and up, Corel Draw/Photo Paint X4 and up, and PDF 9 (Press Optimized). **All type must be converted to outlines or curves regardless of file type.** MAC files should be PC compatible. The following formats are not acceptable: Word, Excel, Power Point, Publisher and Paint. Please call for approval of other file formats. If you have additional questions please call **(361) 649-5562**.

Color: *PIPELINE* is printed in full-color on all pages. Ads rates are based on ad space not number of colors used. All ads should be created as four-color process (CMYK). PMS, RGB or spot colors will not be accepted.

Type: Restrict thin lines, fine serifs and small lettering to one color. Create small reverse type with minimum use of color. Small reverse type with fine serifs should be avoided.

(continued on pg.4)

2017 NASPD Pipeline - Advertising Rate guide

2017 NASPD Pipeline - NASPD Member Pricing		Rate for 3 consecutive issues is per each	
Ad Size	Dimensions	Single Insertion	3 Consecutive Issues
Special Insertion	Call Ad Sales 361-649-5562 to discuss options	\$	\$
2 Page spread (center spread)	17"W x 11"H plus bleeds (across center gutter fold)	\$1670	\$1503
2 Page spread (separate pages)	17"W x 11" H plus bleeds (split as 2 full pages)	\$1535	\$1382
Full Page	8.5"W x 11"H plus bleeds	\$903	\$813
2/3 Page	5.0625"W x 9.75"H (call for bleed sizes)	\$620	\$558
1/2 Page Horizontal	7.75"W x 4.875"H (call for bleed sizes)	\$509	\$458
1/3 Page Square	5.0625"W x 4.875"H	\$437	\$393
1/3 Page Vertical	2.375"W x 9.75"H	\$437	\$393
1/4 Page	3.625"W x 4.875"H	\$359	\$323
1/6 Page Vertical	2.375"W x 4.875"H	\$254	\$229
Classified (per vertical inch)	2.375"W x 1"H (minimum)	\$81	\$73
Inside Covers / Back Cover	add 50% to corresponding ad rate	\$	\$

2017 NASPD Pipeline - Non-Member Pricing		Rate for 3 consecutive issues is per each	
Ad Size	Dimensions	Single Insertion	3 Consecutive Issues
Special Insertion	Call Ad Sales 361-649-5562 to discuss options	\$	\$
2 Page spread (center spread)	17"W x 11"H plus bleeds (across center gutter fold)	\$2166	\$1949
2 Page spread (separate pages)	17"W x 11" H plus bleeds (split as 2 full pages)	\$1994	\$1795
Full Page	8.5"W x 11"H plus bleeds	\$1125	\$1013
2/3 Page	5.0625"W x 9.75"H (call for bleed sizes)	\$781	\$703
1/2 Page Horizontal	7.75"W x 4.875"H (call for bleed sizes)	\$653	\$588
1/3 Page Square	5.0625"W x 4.875"H	\$552	\$497
1/3 Page Vertical	2.375"W x 9.75"H	\$552	\$497
1/4 Page	3.625"W x 4.875"H	\$454	\$409
1/6 Page Vertical	2.375"W x 4.875"H	\$323	\$291
Inside Covers / Back Cover	add 50% to corresponding ad rate	\$	\$

2017 NASPD Membership Directory - Advertising Rate guide

2017 NASPD Membership Directory - NASPD Member Pricing			Price (\$)
Ad Size	Dimensions	Insertion	If also advertising in 3 Consecutive Pipeline Issues
Special Insertion	Call Ad Sales 361-649-5562 to discuss options	\$	\$
2 Page spread (separate pages)	7.5"W x 10.125"H each page (split as 2 full pages)	\$2115	\$1904
Full Page	7.5"W x 10.125"H (no bleeds)	\$1242	\$1118
2/3 Page	5.0625"W x 10.125"H	\$853	\$768
1/2 Page Horizontal	7.5"W x 4.625"H	\$700	\$630
1/3 Page Square	5.0625"W x 4.625"H	\$602	\$542
1/3 Page Vertical	2.375"W x 10.125"H	\$602	\$542
1/6 Page Vertical	2.375"W x 4.625"H	\$350	\$315
Back Cover / Inside Front Cover	add 75% to corresponding ad rate	\$	\$
Ad rates for placement on interior pages include printing in black ink only, full color insertion option is available for an additional cost	For full color ad insertions on interior pages add \$800 to your corresponding ad rate. (i.e. Full page; full color - \$1242.00 + \$800.00 = \$2042)	+\$800	+\$800
Member Profile logo - company logo only placed in space above company name in Member Profile section - you must send logo to info@NASPD	.875"W maximum x 1"H maximum, 300dpi grayscale JPG	No charge for members in good standing.	

(continued from pg.2)

Photos: Images should be a minimum of 300 dpi at full size. Publisher is not responsible for print quality of art/photos submitted that are of inferior quality.

Production Services: Files submitted that do not meet the above specifications and require work by our staff, will be billed our standard production rate (including color conversions, typesetting, etc).

Our highly experienced staff is available to design any part of or all of your advertisement. We work closely with you to design an ad that meets your specific needs. An electronic Acrobat Reader file (PDF) will be emailed to you for proofing and approval. Our standard production fees apply. Call for details (361) 649-5562.

Proofing / Approval: Before printing, all advertisers will receive an Acrobat Reader file (PDF) of ad by email for proofing and approval. Failure of advertiser to promptly return approval or changes for ad may result in ad to be deleted from publication to preserve press deadline. The Publisher is not responsible for errors in advertising that are approved by the advertiser or the advertiser's authorized representative.



**National Association
of Steel Pipe Distributors**