

World Fence News[®]

News from the World of Fencing,
Access Control and Security

World Fence News OnLine
www.worldfencenews.com

THE NO. 1 SOURCE OF INFORMATION
FOR THE FENCING, DECKING, RAILING AND
ACCESS CONTROL INDUSTRIES

2012 Media Planning Guide

Rate Card No. 32



World Fence News has a Facebook page! Check us out!
<http://www.facebook.com/pages/World-Fence-News/121158604594820>

Suppliers, Set Your Sights on 2012 and Beyond!

Finalize Your 2012 Advertising and Publicity Schedule with World Fence News Today!

Plan now to get maximum industry exposure for your company in 2012 through the pages of **World Fence News** and **The Fencer's Almanac**, and on the Internet at **World Fence News OnLine**. Use the enclosed materials to finalize and place your advertising and public relations schedule, and refer to the checklist below for upcoming significant dates. **Get a head start on the year! Act today!**

“Things-to-do” checklist for the coming year:

- Finalize 2012 advertising schedule.** Rates, dimensions and ad contract are enclosed.
- Review information on the **World Fence News insert program**. You can beat the high cost of postage by inserting your product literature directly into **World Fence News** and **The Fencer's Almanac!** Utilize this program anytime during the year.
- Complete and return questionnaire for **2013 Fencer's Almanac** buyer's guide, to be published in November 2012. Make sure all your products and services are included in the **free listings**. (You will receive this important questionnaire in Spring 2012.)
- Consider a **new ad** for the **2013 Fencer's Almanac** buyer's guide. Reserve ad space by May 31, 2012 and schedule artwork to arrive at World Fence News by July 16, 2012.
- For further details**, contact Rick Henderson at the numbers below.

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Publisher ♦ Rodger Duke

Managing Editor ♦ Rick Henderson

World Fence News is a proud member of these associations:



A Division of the American Fence Association

EDITORIAL PROFILE

World Fence News is a monthly tabloid trade newspaper circulated to fence contractors, subcontractors, installers, manufacturers, wholesalers, dealers, retailers, sales agents, importers and exporters of commercial, industrial, and residential fencing and related products, equipment and services, including access control and security.

World Fence News contains news of the fence industry and related fields, including new products, marketing and business trends, human interest, technical features, management and selling tips, "how-to" information, opinion, humor, cartoons, and association and trade show coverage.

CIRCULATION

10,759 (monthly average). Please refer to Standard Rate & Data Service audit report on page 6 for detailed circulation data. The printed edition of **World Fence News** is circulated in the United States, Mexico and Canada, whereas readers throughout the rest of the world can access the complete edition online at www.worldfencenews.com.

THE FENCER'S ALMANAC

The Fencer's Almanac is published each November as the 13th issue of **World Fence News**. It is a combination field reference manual and directory of suppliers (manufacturers, wholesalers, distributors, sales agents and importers/exporters). The directory section of **The Fencer's Almanac** contains a list of suppliers by product and region. Rates and dimensions for **The Fencer's Almanac** are the same as for **World Fence News**, and insertions in **The Fencer's Almanac** apply toward earned rate discounts.

DISPLAY ADVERTISING RATES (See table below)

The number of advertising units within 12 months from the date of first insertion in the contract period determines frequency rates. Key to table below: B&W = black and white; 2/C = black + one color; 4/C = full color. Add 10% for bleed.

COVER RATES

Advertisers may contract for 2nd, 3rd, and 4th covers, as well as page 3, when available. Full page only. Four month minimum. Cover rates listed are for black and white; add \$400 for black + one additional color, \$725 for four-color process.

FREQUENCY	4-time	7-time	13-time
2nd & 3rd cover, page 3	2,330	2,285	2,040
Back cover	2,790	2,620	2,330

Other full or fractional size position guaranteed by publisher, add 10%. Any production or make-ready work performed by publisher billed in addition to space rate. Contact publisher for charges on non-standard sizes or formats.

DEADLINES AND CLOSING DATES

Insertion orders must be received by 1st of the month prior to month of publication (i.e., Dec. 1st for January issue). Cancellations not accepted after this date. Digital files must be received by 5th of the month prior to month of insertion. Ads requiring make-ready work must be received by the 1st of the prior month. Above deadlines also apply to insertions scheduled under advertising contract. Unless otherwise notified, **World Fence News** will repeat artwork from last previous insertion to fulfill scheduled insertion.

DISPLAY ADVERTISING PRODUCTION RATES

Working from customer's original ideas, sketches, or designs, **World Fence News** can provide layout and graphics services to create reproduction-ready artwork. **Digital output customers: Please call prior to submitting files.** The following graphics and layout production fees (if required) are in addition to space rates, and are not subject to agency commission:

1/16 page	\$ 50.00	1/2 page	\$150.00
1/8 page	\$ 75.00	3/4 page	\$175.00
1/4 page	\$100.00	full page	\$200.00

SUBSCRIPTIONS

U.S. \$40.00 one year, \$65.00 two years. Canada and Mexico \$75.00 per year. Paid subscriptions receive **The Fencer's Almanac** free, when published. U.S. subscriptions mailed Presorted Standard. Address corrections requested.

DISPLAY ADVERTISING RATES

SIZE	1-Time			4-Time			7-Time			13-Time		
	B&W	2/C	4/C	B&W	2/C	4/C	B&W	2/C	4/C	B&W	2/C	4/C
Full page	2,375	2,835	3,115	2,210	2,665	2,950	2,030	2,490	2,770	1,850	2,315	2,590
3/4	2,020	2,370	2,760	1,915	2,270	2,650	1,725	2,070	2,465	1,640	1,990	2,380
1/2 island	1,725	1,980	2,465	1,600	1,840	2,340	1,465	1,695	2,205	1,365	1,605	2,105
1/2	1,575	1,820	2,315	1,450	1,690	2,190	1,315	1,550	2,055	1,230	1,465	1,970
1/4	1,025	1,150	1,765	960	1,070	1,700	865	1,000	1,605	800	910	1,540
1/8	650	740	1,020	610	655	960	570	620	900	510	565	815
1/16	450	480	815	390	440	740	365	410	695	330	365	640

Rates are quoted in U.S. dollars. Effective Dec. 1, 2011. Two-page spreads quoted upon request.

TERMS AND AGENCY COMMISSIONS

AGENCY COMMISSION

Commission of 15% of gross billing is allowed to recognized advertising agencies on space, color and position, provided account is paid within terms. No commission allowed on classified advertising, or items not specified.

TERMS

Accounts billed on the 25th of the month prior to month of issue. Balance due by the 15th of the month of issue, and past due on the 25th of that month. Accounts are to be settled each month. All past due accounts shall automatically accrue interest at the rate of one-and-one-half percent (1.5%) per month, or eighteen percent (18%) per annum.

New display advertising accounts must pre-pay prior to publication until credit check is completed and account established for company or agency placing the ads.

SPECIAL SERVICES

INSERTS

Flyers, brochures, etc. may be inserted directly into the monthly issues of **World Fence News** and **The Fencer's Almanac**. Materials may be inserted in the full press run, or in portions thereof (with the price pro-rated accordingly). All copies of **World Fence News** and **The Fencer's Almanac** are enclosed in poly-bags prior to mailing.

COST

Single sheet 8½-in. x 11-in. insert, full press run, \$3,500. Add \$2,250 each for each additional sheet. Minimum charge on insert is \$900, regardless of quantity. Contact publisher for quantity required for specific issue. Limit of 4 full-run inserts per client per 12-month period.

CLASSIFIED ADVERTISING

Classified ads must be received by the 5th of the month prior to month of publication. Payment must accompany ad. Classified ad copy may not be dictated over the phone. Discount of 10% given on three-month consecutive insertions, paid in advance. See classified ad rates in **World Fence News**, or contact publisher for details.

DIGITAL FILE SPECIFICATIONS

World Fence News requires all ad files to be submitted in digital format (see details following). **World Fence News** is a Macintosh operation. (Call publisher for further details.)

Print optimized high resolution PDF is preferred option for submitting electronic files. Please do not submit ads in any other format without prior approval.

Fonts – Type 1 Postscript fonts (no True Type); fonts must be embedded in PDF; cannot utilize PC fonts but will convert or substitute equivalent Macintosh fonts when possible.

Images: Colors in process CMYK (Pantone will print as CMYK equivalent), minimum resolution 300 dpi, and formats TIFF, EPS, or JPEG only.

Please call publisher prior to submitting any digital material if clarification of specifications is needed.

ADDED VALUE

World Fence News is proud to announce the launch of its new fully interactive digital edition in which readers can flip pages just as in the printed issue, but using their computers. All articles, display advertisements, classified ads and other material found in **World Fence News** will appear in the digital edition, with all URLs and e-mail addresses hot-linked directly to the sponsor. It can be accessed through www.worldfencenews.com. For a fee, companies may display their logos at www.worldfencenews.com. See page 5 for details.

MECHANICAL REQUIREMENTS

(AD PAGE DIMENSIONS – SEE BLEED REQUIREMENTS BELOW)

SIZE	INCHES WIDE		INCHES DEEP
Full page – 4 column	9 ¾	x	13
¾ pg – 3 col (vertical)	7 ¼	x	13
¾ pg – 4 col (horizontal)	9 ¾	x	10
½ pg – 2 col (vertical)	4 ¾	x	13
½ pg – 3 col (island)	7 ¼	x	9
½ pg – 4 col (horizontal)	9 ¾	x	6 ½
¼ pg – 2 col (vertical)	4 ¾	x	6 ¼
⅛ pg – 1 col (vertical)	2 ¼	x	6 ¼
⅛ pg – 2 col (horizontal)	4 ¾	x	3 ¼
⅛ pg – 1 col (vertical)	2 ¼	x	3 ¼

Publication is heat set web printed on premium brite stock. Saddle stitched. Four column format; single column width 2.25". See Standard Dimensions and Formats for Display Ad Layouts on page 4. Fencer's Almanac is perfect bound.

FULL PAGE BLEED SPECIFICATIONS

Trim size – 10.75" x 14.5"; Add for bleed – 0.25" on all four sides
Final template size – 11.25" x 15"; Live area – 9.75" x 13" – All live components must be restrained within this dimension to avoid accidental trim.

PUBLISHER'S PROTECTIVE CLAUSES

Advertisers and advertising agencies assume liability for all content – text, representations and illustrations – of advertisements printed, and also assume responsibility for any claim arising therefrom made against the publisher. The publisher reserves the right to reject any advertising deemed not in keeping with the publication's standards. All advertisements, including classifieds, accepted on the premise that the product is properly described in the advertisement, is available at the advertised address, and will be willingly sold to buyer at the price and conditions stated. Any advertisement not in compliance with those standards will not intentionally be displayed in this publication. The publisher reserves the right to place the word "advertisement" with ads that, in the publisher's judgement, attempt to simulate the publication's editorial format.

RATE PROTECTIVE CLAUSE

Proper advance notice will be given of rate changes. Advertisers with contracts in force will be protected at existing rates for the term of their contracts whenever new rates are announced.

Standard Dimensions and Formats for Display Ad Layouts

Full page ad is 11.25" wide by 15" tall
9¾" wide x 13" = live area (no text to fall outside live area)
Trim size: 10¾" wide x 14½"

*** IMPORTANT NOTE: FULL PAGE BLEED ADS SHOULD INCLUDE ¼" BLEED. OVERALL, ALL FULL PAGE ADS SHOULD BE 11.25" WIDE X 15" TALL**

Half page (island/junior page)
7¼" wide x 9"

¾ page (vertical)
7¼" wide x 13"

¾ page (horizontal)
9¾" wide x 10"

Half page (vertical)
4¾" wide x 13"

Half page (horizontal)
9¾" wide x 6½"

¼ page (vertical)
4¾" wide x 6¼"

1/16 page (above)
2¼" wide x 3¼"

1/8 page (vertical)
2¼" wide x 6¼"

1/8 page (horizontal)
4¾" wide x 3¼"



ELIMINATE SORTING AND MAILING

Insert your product literature directly into the monthly issues of **World Fence News** or **The Fencer's Almanac**. You will eliminate sorting and mailing headaches and be assured that your product literature is being distributed to a proven, comprehensive mailing list of over 10,759* fencing and access control professionals.

UP-TO-DATE MAILING LISTS

The **World Fence News** mailing list has been compiled directly from the customer lists of some of the fence industry's largest and best-known manufacturers and wholesalers. Each of the list's 10,759 entries is computer updated monthly by the circulation fulfillment firm Telematch to assure the accuracy of all addresses. The mailing list of **World Fence News** is verified by the established media listing company Standard Rate and Data Service (SRDS) of Wilmette, Illinois.

WHAT TYPE OF MATERIAL CAN BE INSERTED?

Virtually anything that you distribute to customers or prospects: Flyers, handouts, catalog sheets, business reply cards. A large number of companies order extra copies of their Sweet's brochures at the time of printing, specifically for inserting in **World Fence News** or **The Fencer's Almanac**. For details, refer to page 3 under "Special Services, Inserts."

Call today! The money you save will be your own!

*As of February 2011

**Your
company logo
and
information
can be
prominently
displayed on
the World
Fence News
web site!
Enroll Now!**

**World Fence News OnLine Includes a
Product Database for the
Fencing and Access Control Industries
for Use by Fencing and
Access Control Contractors,
Architects, Landscape Architects,
Government Specifiers and Consumers**

**www.worldfencenews.com
is the portal through
which to view the digital
edition of World Fence
News each month!**

**The cost?
Only \$600 per year for
World Fence News Advertisers
\$750 per year for non-advertisers
Contact World Fence News to enroll!**

Plan now to participate in these special upcoming issues!

THE FENCER'S ALMANAC (2013 EDITION)

For the 27th consecutive year, **World Fence News** will publish **The Fencer's Almanac**, a complete and comprehensive directory of suppliers for the fencing, access control and security industries.

The Fencer's Almanac is a "keeper" issue that is referred to throughout the year. When fencers are looking for suppliers, they turn to **The Fencer's Almanac**. Make sure your company has a commanding presence in **The Fencer's Almanac** by reserving ad space as soon as possible!

Deadlines: May 31, 2012 for ad space; July 16, 2012 for ad artwork.

Watch for special mailing in the Spring of 2012.

DECEMBER 2012 ISSUE

FENCETECH'13 PREVIEW

World Fence News will throw a spotlight on the 51st annual convention and trade exhibit of the American Fence Association. This special issue will feature comprehensive information on **FENCETECH'13**, including a list of the exhibitors, trade show information, educational program and planned social activities. If you plan to exhibit at **FENCETECH'13**, use this special issue to promote your participation in the show to your customers and prospects!

Deadlines: October 22, 2012 for ad space; October 29, 2012 for ad artwork and editorial.

At various times during the year, World Fence News will alert advertisers to special editorial focus editions, and request editorial contributions from them.

World Fence News/The Fencer's Almanac Circulation Information

Standard Rate & Data Service (SRDS)

February 2011 SRDS Business Publication Advertising Source™

MID 038243-000 World Fence News

SWORN 01/31/2011 (6 months average)

Total	Non-Paid Subs	Paid Subs	Single	Associations
10,759	7,207	3,552	--	--

Unpaid Distribution (not included above): Total 200

Territorial Distribution 07/10 — 10,759

N. Eng.	Mid. Atl.	E.N. Cen.	W.N. Cen.	S. Atl.	E.S. Cen.	W.S. Cen.	Mtn. St.	Pac. St.	Canada	Foreign	Other
664	1,258	1,622	595	1,918	590	1,415	799	1,636	203	37	22

Business Analysis of Circulation

Contractors, retailers	8,578
Wholesalers, distributors.....	458
Manufacturers	1,351
Landscape, architectural	164
Sales agencies, import export	52
Government agencies	6
Others allied to the field.....	150