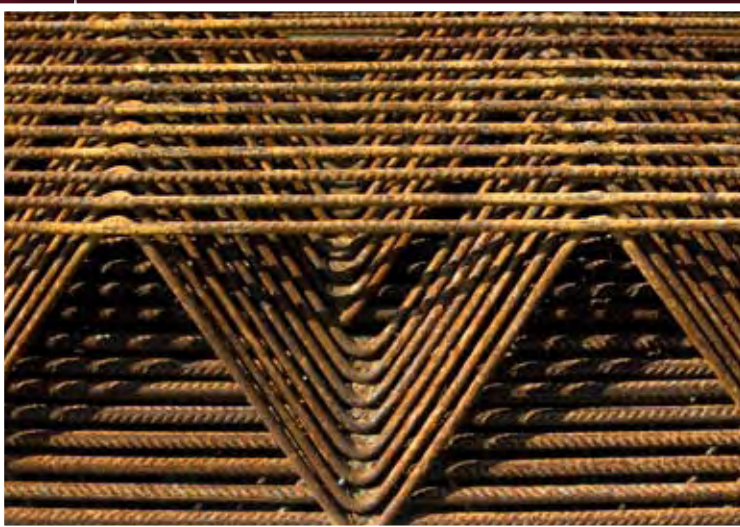


*Serving Manufacturers of Springs, Wire Formed Parts,
Wire Mesh and Rebar Products*

Wire Forming Technology

International



2007 Media Guide

www.wireformingtech.com

Wire Forming 2007 Editorial Plan

Winter

Emphasis: Rebar Processing
Roundup: Testing
Spotlight: Spring Coiling
Bonus: Top Products of 2006
Ads Close: January 29

Summer

Emphasis: Forming & Bending Emphasis
Roundup: Wire Handling
Spotlight: Spring Grinding
Bonus: wire Southeast Asia Preview
Ads Close: July 20



Spring

Emphasis: Mesh Welding
Roundup: Straightening & Cutting
Spotlight: Materials (Wire, Rod & Strip)
Bonus: Interwire  
wire Russia Previews
Ads Close: April 20

Fall

Emphasis: Technical Achievement Awards
Roundup: Treatment (Heat & Surface)
Spotlight: Weaving
Bonus: Company Profiles
Ads Close: October 19

Serving Worldwide Manufacturers of Springs, Wire Formed Products, Wire Mesh and Rebar Products

Written with industry experience and engineering knowledge, *Wire Forming Technology International* brings its readers the technology, product and market information required to excel in the production of springs, wire formed products, wire mesh and rebar products.

Editorial Content

A practical and highly focused presentation of the technology, products and market information related to the production of springs, wire formed products, wire mesh and rebar products. Technology and products include manufacturing equipment and processes, materials, tooling and process accessories, QC and controls and final products (springs, rings, frames, spirals, welded assemblies, wire mesh, rebar products, etc.). This information is presented in:

- Feature Articles
- Tech Briefs
- Trade Show Previews/Reviews
- Technology & Product Roundup Articles
- Spotlight Articles
- New Product Showcases

Departments

Market information is provided in the form of news stories and products that relate specifically to the wire forming industry. These stories are contained in the following departments:

- News Wire
- Wire Forming Events
- Product Showcase

Subjects

With technical emphasis, we provide timely and useful technical information on a variety of wire forming subjects, including:

- Spring Coilers
- CNC Bending/ Forming Machines
- Spring End Grinding
- Wire Handling
- Heat Treating/ Stress Relieving
- Coatings and Surface Treatments
- Rebar Processing
- Wire Welding- Wire Mesh, Jig, Assembly, etc.
- Wire Weaving
- Packaging
- Wire Materials
- Straightening and Cutting
- Testing Equipment

Spectral Systems, Inc.
Detector Specialists
 10000 S. 10th St.
 Suite 100
 Tukwila, WA 98148
 Tel: (206) 835-3333
 Fax: (206) 835-3333
 Email: info@spectral.com

COMPANY HISTORY:
 Spectral Systems, Inc. was founded in 1982 by two former employees of a major defense contractor. The company's primary focus is on the design and manufacture of high quality, reliable, and cost-effective detection systems for a wide variety of applications.

OUR COMPANY:
 Spectral Systems, Inc. is a leading provider of detection systems for a wide variety of applications. Our products are designed to meet the most demanding requirements of our customers.

INSULATION THERMAL DETECTION:
 Spectral Systems, Inc. is a leading provider of thermal detection systems for a wide variety of applications. Our products are designed to meet the most demanding requirements of our customers.

QUALITY OF THE EQUIPMENT:
 All of our equipment is designed to meet the most demanding requirements of our customers. Our products are designed to be reliable, accurate, and easy to use.

Wire Forming Technology International Company Profiles

Full and half page advertisers receive a complimentary Company Profile in a special bound section of the Fall issue.

Wire Forming 2007 Advertising Rates

Your Connection to the International Wire Forming Industry

Black and White Rates

	1X	4X
Full Page	\$1690	\$1605
2/3 Page	\$1425	\$1350
1/2 Page Island*	\$1300	\$1235
1/2 Page	\$1080	\$1025
1/3 Page	\$880	\$830
1/4 Page	\$705	\$640
1/6 Page	\$545	\$490

* Only Ad on page

Color Rates

- Black and one standard AAAA (red, blue, yellow or green), extra per page or less.....\$280
- Black and one matched color (other than metallic), extra per page or less.....\$390
- Black and one metallic color, extra per page or less.....\$445
- 4-Color Process, extra per page or less.....\$940
- 4-Color Process, extra per spread.....\$1465

Combined Frequency Credit

Your insertions in Wire Forming Technology International will apply toward your frequency in the *Wire & Cable Technology International* magazine, *Fastener Technology International* magazine, *Buyers' Guide*, *Wire & Cable Technology*, *Fastener Technology International Buyers' Guide*, and *International Buyers' Guide*.

Covers

Rates include 4-Color Process. Non-Cancelable

Front Cover not sold

Inside Front Cover.....	\$3025
Inside Back Cover.....	\$2895
Back Cover.....	\$3160

Advertising Material

Preferred advertising material is a high resolution **PDF**. All graphics must be a minimum of **300 dpi**. Color should be prepared as **CMYK**. A hard copy of the advertisement must be provided and if color is used, a color proof must be provided. Material may be submitted on CD-ROM or via e-mail.

Special Positions

10% premium over black and white rate earned.



Wire Forming Technology International Spotlight Articles

Staff written articles on a selected product(s) or trade show(s). Each advertiser of the selected topic will receive a free Spotlight Ad including contact information and logo.

Wire Forming Mechanical Specifications

NOTE: Mechanical Specifications are the same for *Wire Forming Technology International*, *Wire & Cable Technology International*, and *Fastener Technology International*.

Space Units	Width & Depth in inches	Width & Depth in mm
Full Page	7" x 10"	178mm x 254mm
2/3 Page	4-1/2" x 10"	114mm x 254mm
1/2 Page Horizontal	7" x 4-7/8"	178mm x 124mm
1/2 Page Vertical	3-3/8" x 9-3/4"	86mm x 248mm
1/2 Page Island	4-1/2" x 7-1/2"	114mm x 190mm
1/3 Page Vertical	2-3/16" x 10"	56mm x 254mm
1/3 Page Square	4-1/2" x 4-7/8"	114mm x 124mm
1/4 Page	3-3/8" x 4-7/8"	86mm x 124mm
1/6 Page Vertical	2-3/16" x 4-7/8"	56mm x 124mm
1/6 Page Horizontal	4-1/2" x 2-5/16"	114mm x 59mm

Bleed Ads

When preparing bleed ads, all type and portions of illustrations that are not to be trimmed off should be at least 1/4" (6.3mm) inside of dimensions specified for bleeds. This includes gutter bleeds.

	Width & Depth
Bleed Spread.....	16-1/2" x 11"
Bleed Page.....	8-1/4" x 11"

Trim is 1/8" left, right, top and bottom.

Binding

Wire Forming Technology International is Saddle Stitched.

Stock

45lb. coated body stock.

Storage

Reproduction materials will be stored for a period of one year after last use. After this period we will assume that we have the authority to discard them.

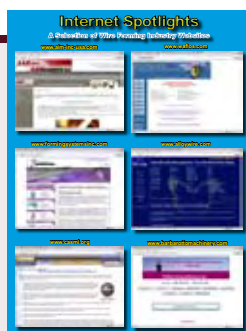
Digital Files Preferred

All our publications are using computer-to-plate technology. **High resolution (300 dpi) PDF files are preferred.** For assistance in preparing your PDF file, you may visit our printer's web site at <http://pontiacdatacenter.rrd.com>.

Also accepted are files created in Adobe PageMaker, QuarkXpress or InDesign. Graphic files in Adobe Photoshop or Adobe Illustrator, TIFF, JPEG or EPS images may be submitted and are preferred. All graphics must be a minimum of 300 dpi and all color must be CMYK. Microsoft Word, Publisher or Powerpoint files are not acceptable.

A hard copy of the advertisement must be provided. A digital color proof for color ads and a laser printout for black and white ads is acceptable. We cannot be responsible for content and/or output of customer supplied ads if a hard copy is not provided.

Files may be emailed or sent by CD.



Wire Forming Technology International Internet Spotlights

For only \$500 online advertisers will receive:

- One-time print insertion of web site image
- 12-month listing at www.wireforming.com

Wire Forming Sales and Contact Information

Circulation

Wire Forming Technology International features a target audience of over 6,000 international readers targeted to manufacturers of springs, wire formed parts, wire mesh & rebar products manufacturers worldwide. With readers in over 70 countries, *Wire Forming Technology International* is truly an international publication that delivers the worldwide springs and wire formed product manufacturers.

Frequency

Advertising must be inserted in *Wire Forming Technology International* within one year of the first insertion to gain the frequency rate. Your insertions in *Wire & Cable Technology International* and *Fastener Technology International* apply toward your frequency in *Wire Forming Technology International*.

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Wire Forming Technology

International

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Wire & Cable Technology International
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OVERVIEW Newsletter
Fastener Technology International
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IWCS Suppliers Exhibition Directory