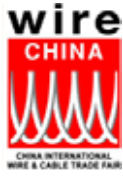


BONUS DISTRIBUTION

For 2012, Wire Forming Technology will also be distributed at the trade shows and exhibitions listed below:



wire China 2012
September 2012
Shanghai New International Expo Center (SNIEC)
Shanghai, P.R.China
www.wire.de



SPRING WORLD 2012
October 3 to 5, 2012
Donald E. Stephens Convention Center
Rosemont, Illinois USA
www.casmi-springworld.org



Wire & Cable India 2012
October 30 to November 1, 2012
Mumbai, India
www.wire-india.com



wire 2012
March 6 to 8, 2012
The Maritim Hotel
Cologne, Germany
www.amiconferences.com



Wire Expo 2012
May 22 to 23, 2012
Omni Dallas Hotel
Dallas, TX, USA
www.wirenet.org



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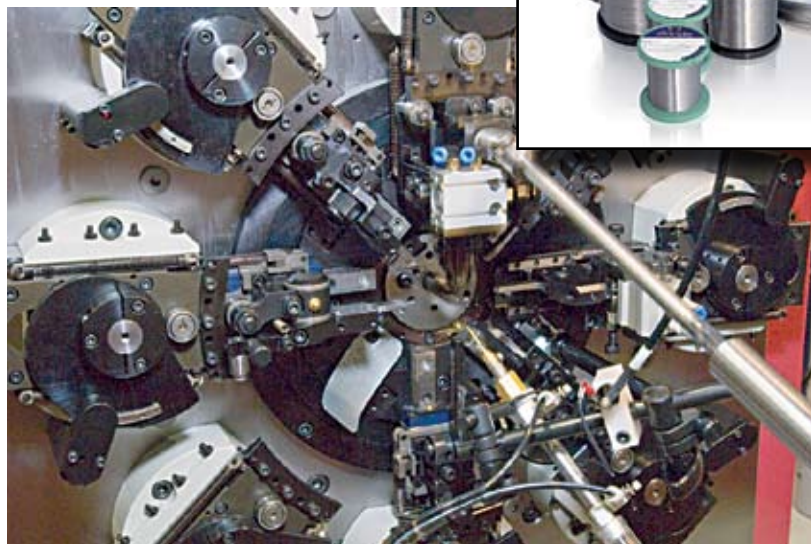
COMPANY PROFILES
Fall Issue.
Full and half page advertisers receive a complimentary Company Profile in a special bound section of the Fall issue.
Deadline: October 19, 2012



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.



STRAIGHT FROM THE SHOW
News, facts and images from recent trade shows. Send submissions to mcnulty@wireformingtech.com.



NEW PRODUCT & SERVICES

Typical word submission:
50-150 words plus picture(s)

Deadline is one month prior to publication month.



PRODUCT SHOWCASE:
A short description of a new machines, materials or accessories used to make, test or package springs, wire formed parts, wire mesh, rebar, etc., is provided.

NEWS & INFORMATION

Typical word submission:
50-150 words plus picture(s)

Deadline is two weeks prior to publication month.



WIRE FORMING EVENTS:
Calendar of events for the springs, wire formed parts, wire mesh, rebar industry includes: trade shows, conferences, meetings, seminars, etc.



NEWS WIRE:
Industry-wide news and information: associations, trade shows, conferences, market data, regulations, standards, etc. Promotions, new hires, personnel restructuring of wire forming industry professionals. Company specific news and information: mergers, acquisitions, joint ventures, contracts, awards, etc.

TECHNICAL ARTICLES



EMPHASIS ARTICLES:
A section of by-lined articles on a selected subject. Articles are original, technical, educational and directly related to the Emphasis subject. **Length:** 750-1500 words plus graphics. **Deadline:** Idea, outline or abstracts are due two months prior to the publication month, and materials are due one month prior to the publication month.



ROUNDUP ARTICLES:
A collection of editorial contributions from multiple suppliers to a selected sector of the industry. The article is staff-compiled and contributions are directly related to the Roundup subject. **Length:** 50-250 words plus graphics. **Deadline:** Two weeks prior to the publication month.



FEATURE ARTICLE
By-lined technical articles on any wire forming industry subject relative to making springs, wire formed parts, wire mesh, rebar, etc. Articles are original, technical, educational and present one or more of the following: new technology, research results, case history, information, fundamental instructions, etc. **Length:** 500-750 words. **Deadline:** Idea, outline or abstracts are due two months prior to the publication month, and materials are due one month prior to the publication month.



TECH BRIEFS
One page staff-prepared, technical article on a new product, process or service related to the wire forming industry. **Length:** 500-750 words. **Deadline:** Idea, outline or abstracts are due two months prior to the publication month, and materials are due one month prior to the publication month.