



Surgeons of Steel

2010 Advertising Rates and Rules

Target Your Market by reaching out to Precision Metalworking Shop Owners.

The Tool, Die & Machining Association of Wisconsin (TDMAW) now offers advertising to non-members in the monthly newsletter, Surgeons of Steel.

Only Wisconsin tool & die, and machine shops are eligible for membership and to attend events, making this publication the only means to reach this **targeted audience of decision makers.**



- ◆ **Five ad sizes are now available.** *A three month insertion commitment is required for the business card ad size.*
- ◆ **E-mail your camera-ready artwork to the TDMAW office.**

Haven't got camera-ready artwork?

The TDMAW office will help with layout and printing, as needed, for an additional cost.

Ad Type	Ad Size	Non-Member Cost per Month
Business Card	2" x 3 1/2"	\$65.00
Business Card x 2	4" x 3 1/2"	\$130.00
1/4 page	2" x 7"	\$123.50
1/2 page	4" x 7"	\$234.00
1 Page Insert	8" x 7"	\$350.00

Submission deadline: 12th of each month

**Call the TDMAW Office to reserve your ad space now!
(262) 532-2440**

See page 2 for our Advertising Policies, Terms and Conditions



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Advertising Policies, Terms and Conditions:

- ⇒ Artwork must be camera-ready, to size. JPEG or GIF format is preferred. *We will be happy to assist with layout and printing services as needed, at an additional charge.*
- ⇒ We will honor all position requests on a first-come, first-served basis.
- ⇒ The newsletter will be mailed, first class, between the 15th and 23rd of each month. No cancellations accepted after the 15th of the month.
- ⇒ No help-wanted or personnel ads.
- ⇒ Payment Terms: Ad insertion commitments are on a quarterly basis (three months). Advertisers will be invoiced and full payment is due upon receipt.
- ⇒ TDMAW will exercise reasonable care and diligence to prevent an error or omission in each advertisement. The Advertiser shall be responsible to check all ads if a proof is requested or provided. Advertising, corrections or changes placed or given over the telephone are accepted only at the Advertiser's sole and complete risk. TDMAW reserves the right to accept, reject or cancel advertising at any time at its sole discretion.
- ⇒ The Advertiser warrants and represents that it has the right to publish the advertising and agrees to indemnify and hold the TDMAW harmless against any and all losses or expenses resulting from any claim arising out of such publication.
- ⇒ Original photographs, negatives, transparencies and artwork shall be provided by the advertiser at its sole and complete risk, and TDMAW shall not be responsible for any such provided material which may become lost, damaged or destroyed while in its possession. The Advertiser is advised to retain original copies or duplicates of any such material for safekeeping.
- ⇒ TDMAW's liability for error will not exceed the cost of the space contracted.

Call the TDMAW office, 262-532-2440, with any questions.