

# NASPD



National  
Association of  
Steel  
Pipe  
Distributors

## PUBLICATIONS 2012 Media Guide

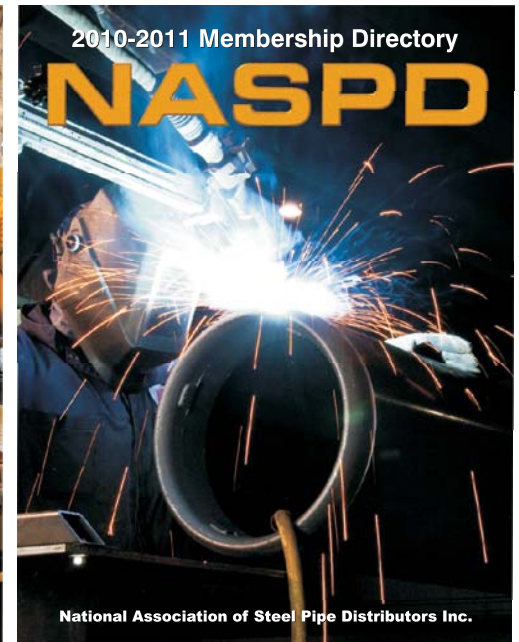
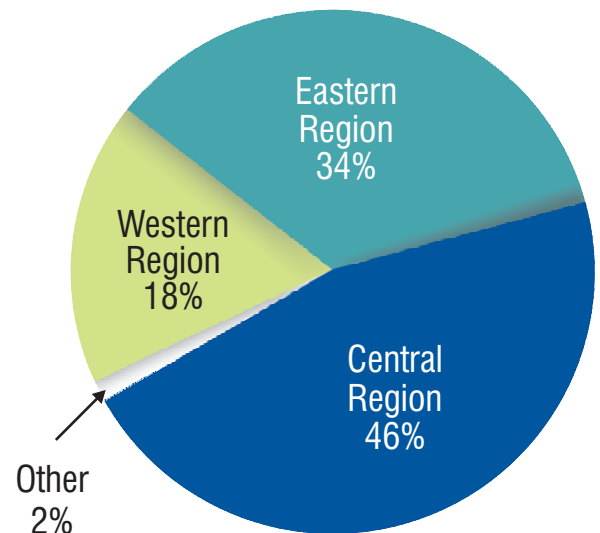
National Association of Steel Pipe Distributors (NASPD) Publications include *PIPELINE* and the *Membership Directory*. *PIPELINE* is published 3 times a year. *PIPELINE* is distributed to NASPD members and subscription holders. Non-members may purchase a yearly *Pipeline* subscription for \$55.00. The *Membership Directory* is published annually. Two copies of the *Membership Directory* are distributed to each member company. Members may purchase additional copies for \$35 each. The *Membership Directory* is available to non-members for \$185 each. Contact the NASPD office to purchase *Pipeline* subscriptions or extra *Membership Directories*.

The majority of *Pipeline* readership is located in North America. Several of the companies accounted for in readership in North America are headquartered outside of North America. The chart below illustrates readership percentages by region within North America. "Other" designates readers other than in North America.

### Who Receives *Pipeline*?

*Pipeline* has a readership of approximately 3,000 across a wide variety of pipe and tube professionals. *Pipeline* readership lists suppliers of the following:

Alloy Pipe	Mechanical Tubing	Square/Rectangular Tubing
Clad Pipe	Metal Shapes	Stainless Pipe
Coatings	OCTG Tubing/Casing	Standard Pipe
Coupling/Coupling Stock	Other Industry Related	Steel Beams
Drill Pipe	Piling	Structural Pipe
E-Commerce	Pipe Cleaning	Structural Steel
Fence Pipe & Tubing	Pressure Tubing	Structural Tubing
Fiber Optic Pipe	Reconditioning/Repair	Sucker Rods
Fire Sprinkler Pipe	Rolled & Welded Pipe	Surveyors & Appraisers
Fittings/Flanges/Valves	Slotted Steel Pipe	Transportation
Heavy Wall	Slurry Pipe	Used Pipe
Industry Insurance	Industry Software Service	Waterwell
Line Pipe	Sprinkler Pipe	



## 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 direct and 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 "Out and About" section 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**

103 Garden Place

Victoria, TX 77904

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*. 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. Additionally, all discounts will be forfeited on invoices not paid within 30 days of invoice date. 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.

## 2012 Submission deadlines for all materials.

### Pipeline - Issue Date

1st Issue - January 2012  
2nd Issue - May 2012  
3rd Issue - August 2012

### Submission Deadline

November 15, 2011  
March 15, 2012  
July 1, 2012

### Directory - Issue Date

May 2012

### Submission Deadline

December 31, 2011

## 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 or by email. When submitting by email, compress files with WinZip or Stuff It. Acceptable PC file formats are EPS, JPG, TIF, Adobe Illustrator/Photo Shop CS2 - CS4, Corel Draw/Photo Paint 12 - X4 and PDF 8 (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 for printing: Word, Excel, Power Point, Publisher and Paint. Please call for approval of other file formats. If you have additional questions please call (361) 659-5562.

**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)

# 2012 NASPD Pipeline - Advertising Rate guide

2012 NASPD Pipeline - NASPD Member Pricing		Price (\$)	
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)	\$1574	\$1417
2 Page spread (separate pages)	17"W x 11" H plus bleeds (split as 2 full pages)	\$1447	\$1303
Full Page	8.5"W x 11"H plus bleeds	\$851	\$766
2/3 Page	5.0625"W x 9.75"H (call for bleed sizes)	\$584	\$526
1/2 Page Island	4.875"W x 6.75"H	\$550	\$495
1/2 Page Horizontal	7.75"W x 4.875"H (call for bleed sizes)	\$480	\$432
1/3 Page Square	5.0625"W x 4.875"H	\$412	\$371
1/3 Page Vertical	2.375"W x 9.75"H	\$412	\$371
1/4 Page	3.625"W x 4.875"H	\$339	\$305
1/6 Page Vertical	2.375"W x 4.875"H	\$240	\$216
Classified	2.375"W x 1"H (minimum)	\$77	\$70
<b>Inside Covers / Back Cover</b>	<b>add 15% to corresponding ad rate</b>	\$	\$

2012 NASPD Pipeline - Non-Member Pricing		Price (\$)	
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)	\$2042	\$1838
2 Page spread (separate pages)	17"W x 11" H plus bleeds (split as 2 full pages)	\$1880	\$1692
Full Page	8.5"W x 11"H plus bleeds	\$1060	\$954
2/3 Page	5.0625"W x 9.75"H (call for bleed sizes)	\$736	\$663
1/2 Page Island	4.875"W x 6.75"H	\$698	\$629
1/2 Page Horizontal	7.75"W x 4.875"H (call for bleed sizes)	\$616	\$555
1/3 Page Square	5.0625"W x 4.875"H	\$520	\$468
1/3 Page Vertical	2.375"W x 9.75"H	\$520	\$468
1/4 Page	3.625"W x 4.875"H	\$428	\$386
1/6 Page Vertical	2.375"W x 4.875"H	\$305	\$275
Classified	2.375"W x 1"H (minimum)	\$96	\$87
<b>Inside Covers / Back Cover</b>	<b>add 15% to corresponding ad rate</b>	\$	\$

# 2012 NASPD Membership Directory - Advertising Rate guide

2012 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)	\$1993	\$1694
Full Page	7.5"W x 10.125"H (no bleeds)	\$1171	\$996
2/3 Page	5.0625"W x 10.125"H	\$804	\$684
1/2 Page Horizontal	7.5"W x 4.625"H	\$661	\$562
1/3 Page Square	5.0625"W x 4.625"H	\$567	\$482
1/3 Page Vertical	2.375"W x 10.125"H	\$567	\$482
1/6 Page Vertical	2.375"W x 4.625"H	\$330	\$281
<b>Inside Covers / Back Cover</b>	<b>add 30% to corresponding ad rate</b>	\$	\$
<b>Rates for ads on inside pages include printing in black ink only, full color option is available for an additional cost</b>	<b>Contact ad sales for specifics</b>	\$	\$
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 needing 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.



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