

# PIPELINE

*The Official Publication of the National Association of Steel Pipe Distributors, Inc.*

## RATE CARD Effective October 1, 2009

PIPELINE is published three times a year by the National Association of Steel Pipe Distributors, Inc. (NASPD). It is distributed to NASPD members and prospective members. Advertising in PIPELINE helps support the publication of the PIPELINE and NASPD member benefits. It is distributed to others by subscription at \$55/year.

### NASPD Directory Rates

Advertising in the NASPD Membership Directory is open to members only. For advertising rates for the NASPD Membership Directory ad an additional 20% to the PIPELINE advertising rates. The ad policies and ad material specifications for PIPELINE, also apply to the NASPD Membership Directory. The NASPD Directory cover pages are printed in full color (inside and outside); Directory inside pages are printed in black and white only.

### Closing Dates

Submission deadlines for all materials.

**Pipeline - Issue Date**  
1st Issue - January 2010  
2nd Issue - May 2010  
3rd Issue - August 2010

**Submission Deadline**  
November 15, 2009  
March 15, 2010  
June 15, 2010

**Directory - Issue Date**  
April 2010

**Submission Deadline**  
December 31, 2009

### Editorial Information

The PIPELINE Editor welcomes contributions of informative articles and feature stories as well as company news and product announcements. Only articles with a direct and practical bearing on the steel pipe and tubular products distribution industry, manufacturers and related businesses will be considered for publication. Members are encouraged to also submit personal information for the Out & About section. For submitted materials and photos 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 accept advertising from any company with a legitimate interest in NASPD that is not in competition with a NASPD member. All advertising in PIPELINE is subject to approval by the Publisher (NASPD). Publication of advertising 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. Companies that are members of NASPD will receive a discounted rate for advertising as described on this rate card. Advertising in the NASPD Membership Directory is limited to NASPD members only. All agreements are governed by the terms and conditions established by the rate card. Any exceptions are subject to the Publisher's approval.

### 2010 Advertising Rates For PIPELINE

Size of ad	Dimensions	MEMBER	
		1X	3X in 2010
2 page spread (center spread)	17"W x 11"H (across center gutter fold)	\$1377	\$1238
2 page spread (separate pages)	17"W x 11"H (split as two full pages)	\$1267	\$1139
1 page	8-1/2"W x 11"H (full page)	\$744	\$669
2/3	5-1/16"W X 10-3/4"H	\$516	\$464
1/2 island	5"W x 7"H	\$489	\$440
1/2 Horizontal	7-1/4"W x 4-7/8"H	\$432	\$388
1/3 Square	5-1/16"W x 4-7/8"H	\$375	\$337
1/3 Vertical	2-3/8"W x 10-3/4"H	\$375	\$337
1/4	3-11/16"W x 4-7/8"H	\$312	\$280
1/6 Vertical	2-3/8"W x 4-7/8"H	\$222	\$200
Classified	2-3/8"W x 1" min.	\$71 per inch	\$65 per inch
Size of ad	Dimensions	NON-MEMBER	
		1X	3X in 2010
2 page spread (center spread)	17"W x 11"H (across center gutter fold)	\$1721	\$1547
2 page spread (separate pages)	17"W x 11"H (split as two full pages)	\$1584	\$1424
1 page	8-1/2"W x 11"H (full page)	\$927	\$833
2/3	5-1/16"W X 10-3/4"H	\$645	\$580
1/2 island	5"W x 7"H	\$612	\$550
1/2 Horizontal	7-1/4"W x 4-7/8"H	\$540	\$485
1/3 Square	5-1/16"W x 4-7/8"H	\$469	\$421
1/3 Vertical	2-3/8"W x 10-3/4"H	\$469	\$421
1/4	3-11/16"W x 4-7/8"H	\$390	\$351
1/6	2-3/8"W x 4-7/8"H	\$278	\$250
Classified	2-3/8"W x 1" min.	\$89 per inch	\$81 per inch
<b>Premium Positions</b>		<b>All Advertisers</b>	
Inside Covers . . . . .		add 15% to space rate	
Outside Back Cover . . . . .		add 15% to space rate	

## Reprints

Reprints of any item in *PIPELINE* are available at the requester's cost. 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.

## Shipping Information

Send insertion orders, contracts, and materials to:

### **NASPD PIPELINE, c/o Key & Associates LP**

103 Garden Place

Victoria, TX 77904

Phone: (361)649-5562

Fax: (866) 381-6172 Toll Free

Email: [lwk@key-assoc.com](mailto:lwk@key-assoc.com)

## Inserts

For insert rates contact NASPD. Advertiser will supply preprinted inserts in quantity to match the press run for the scheduled issue. Postcard inserts must run with a full page ad or more.

## Art Specifications

**Live Copy Dimensions per page:** 7-3/4" x 10-1/4"

**Bleed Ads:** There is no additional charge for bleed ads (available for full page, two page spread, 2/3 page, 1/2 page horizontal and 1/3 page vertical). Allow 1/8" extra to bleed on all four outside edges of ad, but do not include type or other items in the bleeds area since that area will be trimmed off.

Full page: 8-1/2" x 11" (with bleeds 8-3/4" x 11-1/4")

Two page spread: 17" x 11" (with bleeds 17-1/4" x 11-1/4")

**Art Requirements:** Ad material should be provided as electronic files on CD or by email. When submitting by email compress files with WinZip or Stuff It. PC file formats accepted 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. Formats not acceptable for printing include Word, Excel, Power Point, Publisher and Paint. These formats require extra work by our staff and will incur production fees. For other formats, please call for approval. If you have questions, please call us for guidance (361) 649-5562.

**Color:** *PIPELINE* is printed in full-color on all pages. We suggest that ads take advantage of the use of color. Ad rates are based on space used not the number of colors. All ads should be created as four-color process (CMYK). PMS colors or spot colors are not accepted and should be created in CMYK instead.

**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.

**Photos:** Images should be a minimum of 300 dpi at full size. Publisher is not responsible for quality of printing for art/photos submitted that are of an 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 to meet your specific needs. An electronic Acrobat Reader file 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 their 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 so we can meet press deadlines.

## Terms

Payment in full from NASPD members is expected upon receipt of your invoice and a copy of *PIPELINE*. Payment by non-member Advertisers must be received by the ad close date. No cash discounts or ad agency commissions are allowed. A \$10 late charge will be levied on accounts that are more than 30 days overdue. 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.

Billing for advertising space will be invoiced by NASPD. Billing for production services will be invoiced by Key & Associates LP

## Acceptance of Advertising

The Publisher reserves the right at any time and for any reason to decline any advertising copy and to 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.