

## ADVERTISING SPECS: NEWSLETTER

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WEEKLY UPDATE

FASTRAC

**IMPORTANT:** Please share this entire document with your creative designers to avoid materials being returned to you that do not meet our specifications.

## Weekly Update

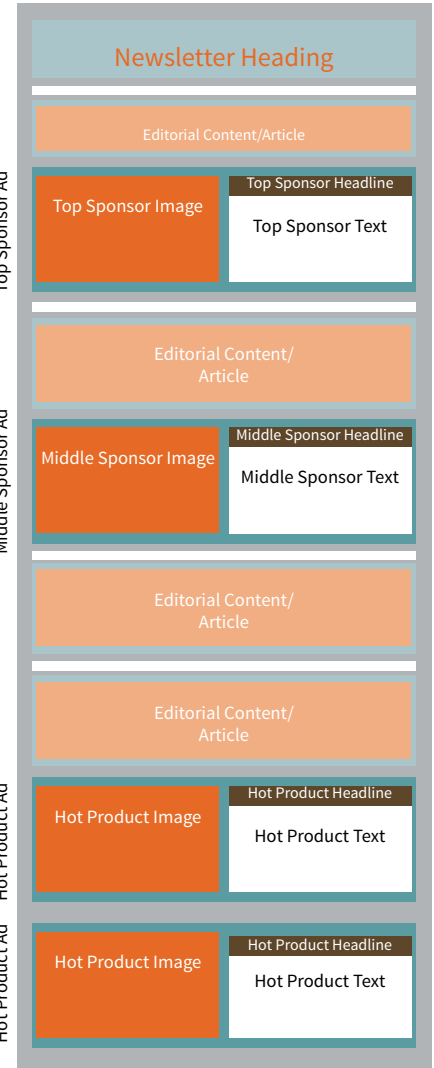
American Machinist's Weekly Update eNewsletter is the best way to reach machine shop owners via email. Relevant editorial content motivates executives to subscribe to American Machinist's Weekly Update eNewsletter. Each issue has a different editorial focus and mission, and is written specifically to meet the information needs of contract manufacturers and machine shops.

FREQUENCY: WEEKLY (BUSINESS DAYS) / CIRCULATION: 16,300

NEWSLETTER POSITION	TEXT	ACCEPTED IMAGE FILE TYPES & DIMENSIONS	LINKS	MAX FILE SIZE
<b>Top Sponsor: Product of the Week</b> (One per issue)	Headline (40 character max), 100 words of body copy max	180w x 150h GIF or JPEG image	One link	200k
<b>Middle Sponsor {Option 1}</b> (One per issue)	Headline (40 character max), 75 words of body copy max	180w x 150h GIF or JPEG image	One link	200k
<b>Middle Sponsor {Option 2}</b> (One per issue)	Headline (40 character max), 75 words of body copy max	180w x 150h GIF or JPEG image	One link	200k
<b>Hot New Product Section</b> (Three per issue)	Headline (40 character max), 50 words of body copy max	180w x 150h GIF or JPEG image	One link	200k

### Technical Details and Notes

- Outlook users cannot see animated gifs, therefore it is our recommendation that the first frame of your animated gif be a stand-alone or call to action frame.
- Please note, that if word count exceeds the max, file will be returned for revision, otherwise, complications with newsletter template may arise.
- It is the advertiser's responsibility to maintain the link for the duration of the ad



### MATERIALS DUE

- 5 Business Days before execution

Send Insertion Orders To:

[orders@penton.com](mailto:orders@penton.com)

Fax: 913-514-7000

Contact:

Cynthia Serna

913-967-7228 | [Cynthia.Serna@penton.com](mailto:Cynthia.Serna@penton.com)

## FasTrac

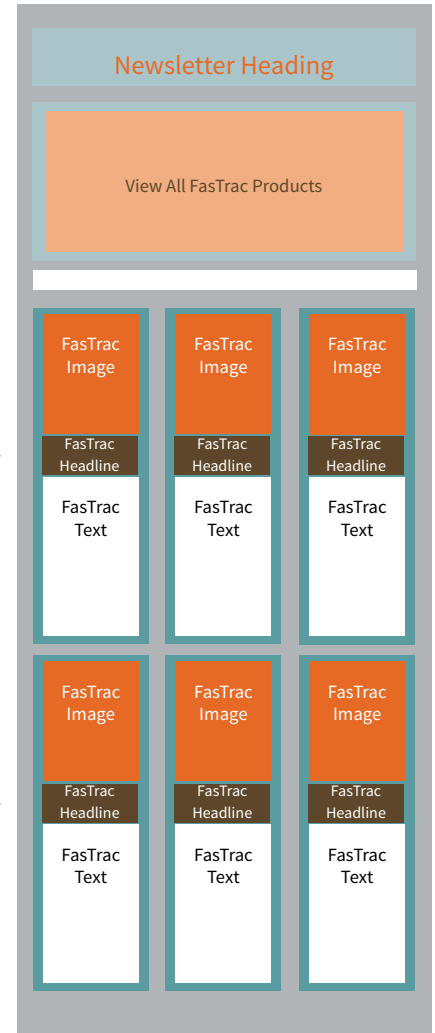
Subscribers receive instant product and service information emailed directly to their inbox with FasTrac. This direct, high-quality lead-generation tool is the perfect sponsorship opportunity for companies to showcase their products or services.

FREQUENCY: MONTHLY (BUSINESS DAYS) / CIRCULATION: 6,000

NEWSLETTER POSITION	TEXT	ACCEPTED IMAGE FILE	LINKS	MAX FILE SIZE
		TYPES & DIMENSIONS		
FasTrac Sponsor	Headline (40 character max), 50 words of body copy max	160w x 260h GIF or JPEG image	One link	200k

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**Cinthia Serna**

913-967-7228 | [Cinthia.Serna@penton.com](mailto:Cinthia.Serna@penton.com)

## AD GUIDELINES & SPECS: eNewsletters

### SPACE & AVAILABILITY

Your salesperson will work with you to determine actual available dates for your placement(s).

### GENERAL GUIDELINES

- We reserve the right to approve all creative prior to launch.
- We reserve the right to edit, revise, or refuse advertising for any reason.
- Misleading advertising is not permitted. All content within ad creative must be legible (min. 10 pt font) and the speed of any animation should reasonably allow the user to read the advertisement in its entirety.
- Any advertisement or content that can be misread by the user as news, feature, etc. must be clearly labeled as an “advertisement”.
- We are not responsible for errors in customer-created or third-party delivered advertisements.
- We are not responsible for errors in advertisements/placements which are submitted after the materials deadline.
- We do not guarantee any given level of circulation, distribution, reach or readership for an advertisement.
- Credits for incorrect ad placements/creatives in the form of “make-goods” will only be provided if notification of the inaccuracy is provided within 48 hours following the posting error.
- We reserve the right to pick-up previous creative in the event no response is received from the advertiser/agency on record. Pick-up of previous creative under these circumstances will not be considered an error and no credits will be provided.
- Late delivery of materials may result in forfeiture of lost days in campaign.

### MATERIALS SUBMISSION

- As a general rule, placements should be submitted 5 business days prior to deployment/live date. Some placements require more lead time to implement, so be sure to acknowledge the lead time for the placement within the guidelines.
- Materials can be sent to Cinthia Serna ([cinthia.serna@penton.com](mailto:cinthia.serna@penton.com))
- If you have any questions, please contact Cinthia Serna.

### GENERAL TERMS

- American Machinist reserves the right to reject creative that it deems, in its sole opinion, to be inappropriate. Copy may be edited for length and clarity.
- For all ads with a frequency discount, a short rate will apply if an advertiser does not use the number of insertions upon which its billings are based.
- Unless advertiser/agency instructs otherwise, American Machinist will continue to run creative that is already on file for a campaign for each of the campaign's placements. Of course, advertiser/agency is always free to submit new creative (or modify existing creative) for upcoming placements at any time prior to the creative deadlines.
- Bills Rendered: On or around the 29th of the month in which the placement runs.
- Unless otherwise specified, all placements shall abide by the IAB/AAAA Terms and Conditions
- All special requests for statistics reporting must be negotiated prior to the media buy and specified on the insertion order.
- Liability: Publisher is not liable for delays in delivery and/or non-delivery in the event of Act of God, action by any governmental or quasi-governmental entity, fire, flood, insurrection, riot, explosion, embargo, strikes whether legal or illegal, labor or material shortage, transportation interruption of any kind, work slowdown or any condition beyond the control of publisher affecting production or delivery in any manner.
- It is the advertiser's/agency's obligation to submit advertising materials in accordance with American Machinist's existing criteria or specifications (including content limitations, technical specifications and material due dates) as posted on American Machinist's website at the time of the signing of the IO. If advertising materials are late, Advertiser is still responsible for the media purchased pursuant to IO.
- When submitting e-mail copy, advertisers and agencies are advised that Microsoft Word is not an acceptable format for sending text, since it may insert automatic formatting that causes problems in mail servers. American Machinist is not liable for poor or improper display of any text that an advertiser or agency has prepared in Microsoft Word.
- If advertiser chooses to use a third-party service to deliver ads, American Machinist will not be held responsible for any technical errors caused by said third-party server. In the event American Machinist discovers that a third-party ad server is causing an error, the campaign will be pulled from the American Machinist site. Notification will come from American Machinist to the addresses on the IO. Said contactees will be responsible for notifying American Machinist when the error is fixed, at which point American Machinist will restore the campaign within one business day. The total impressions will be prorated due to the downtime, but the full fee will be charged as if no downtime had occurred.

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