

# The Representor

THE VOICE OF PROFESSIONAL FIELD SALES IN THE ELECTRONICS INDUSTRY

## 2017 Rate Card

### I. Advertising Rates

Cover II	\$1969
Cover III	\$1942
Cover IV	\$2179
One page	\$1785
2/3 page	\$1302
1/2 page island	\$1092
1/2 page	\$1066
1/3 page	\$ 798
1/4 page	\$ 656
1/6 page	\$ 525

### Color Charges:

Four-color: \$500;  
PMS or match color: \$600.  
Special positions, other than covers and one-half page islands: Space plus 15%.  
Bleed: No charge.  
Inserts: Consult editor.  
Published four times per year.  
Closing dates: Consult editor.

### II. Mechanical Specifications

**Book size:** 8-1/2" wide by 11-1/4" deep, untrimmed;  
8-3/8" wide by 11" deep, trimmed.

#### Advertisement Sizes (width by depth):

	Non-bleed	Bleed (untrimmed)*
Two-page spread	15-1/4 x 10" **	17-1/4" x 11-1/4"
Full page	7" x 10"	8-1/2" x 11-1/4"
Two-thirds page	4-1/2" x 10"	5-1/8" x 11-1/4"
One-half page island	4-1/2" x 7-3/8"	5-1/8" x 7-3/4"
One-half page vertical	3-3/8" x 10"	4" x 11-1/4"
One-half page horizontal	7" x 4-7/8"	7-1/2" x 5-3/8"
One-third page vertical	2-1/4" x 10"	2-7/8" x 11-1/4"
One-third page square	4-1/2" x 4-7/8"	5-1/8" x 5-1/2"
One-quarter page	3-3/8" x 4-7/8"	Not available
One-sixth page vertical	2-1/4" x 4-7/8"	Not available
One-sixth page horizontal	4-1/2" x 2-1/2"	Not available

\* Keep all live matter 3/8" from outside edges.

\*\* Allows for gutter bleed of 5/8" per page.



**Electronics Representatives Association**

1325 S. Arlington Heights Rd., Ste 204 - Elk Grove Village, Illinois 60007

312-419-1432 • URL: [www.era.org](http://www.era.org) • Email: [info@era.org](mailto:info@era.org)

### III. Printing Specifications

This magazine is offset printed on a high quality, glossy, coated sheet, saddle stitched. In general, follow offset printing standards. Line screen = 133, color separated film negatives, right reading with emulsion side down. Film should indicate color, bleed, trim and fold (on spreads). Register marks should appear on each color film. Allow for normal dot gain in offset printing. Screen density should not exceed 85% in any one color. For identification purposes, one set of chromalin proofs or color key proofs is required, with GATF bars recommended.

### IV. Circulation

Principals, officers and employees of electronics industry manufacturers' representative firms who are members of the Electronics Representatives Association (ERA) .....	700
Officers and marketing/sales executives of electronics industry manufacturing firms .....	2,100
Miscellaneous .....	200
TOTAL .....	3,000

### V. Mailing and Shipping Instructions

All orders, reproduction materials, correspondence, etc. should be sent to: *The Representor*, c/o ERA, 1325 S. Arlington Heights Rd., Ste 204 - Elk Grove Village, Illinois 60007  
Telephone: 312-419-1432 Fax: 312-419-1660. E-mail: Stephanie Tierney at stierney@era.org.

### VI. General Regulations

**A. General Policies** -- All advertising is subject to acceptance by publisher. Publisher assumes no responsibility for the validity of claims made in connection with material appearing in this publication. Advertising material appearing in an editorial-like format will be prominently labeled "advertisement" by the publisher. Publisher reserves the right to hold the advertiser and/or its advertising agency jointly liable for payment due to the publisher. Any disputes between publisher and/or advertiser and/or advertiser's agency will be decided by an independent arbitration service selected by the publisher.

**B. Publisher's Liability** -- Publisher is not liable for delays in delivery and/or non-delivery in the event of an Act of God, action by any governmental or quasi-governmental entity, fire, flood, insurrection, riot, explosion, embargo, strike(s) whether legal or illegal, labor or material shortage, transportation interruption of any kind, work slowdown or any condition beyond the control of the publisher affecting production or delivery in any manner. All advertisements are accepted and published by the publisher upon representation that the agency and the advertiser will indemnify and save the publisher harmless from and against any loss or expense arising out of publication of such advertisements, including, without limitation, those resulting from claims or suits for libel, violation of rights of privacy, plagiarism or copyright infringement.

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