

PROJECTS • THEORY • APPS • CIRCUITS • TECHNOLOGY

# NUTS AND VOLTS

VOLUME 35 • 2014 • [www.nutsvolts.com](http://www.nutsvolts.com)



*Nuts & Volts* readers design and build electronic circuits and all kinds of “cool factor” projects. They are educated and technically savvy hobbyists, the majority of whom are employed as developers, engineers, technicians, or professors. They buy for their hobby, as well as spec parts for projects at work. *Nuts & Volts* is often used by teachers in their classrooms as part of their curriculum.

Some of the highest areas of interest are microcontroller based circuits, computer control, wireless applications and technologies, and also analog circuits and projects.

Now in our  
35th year!

#### Quick Magazine Factoids:

- Published monthly.
- National and international readership.
- Content-oriented website, plus Twitter updates and a Facebook presence to keep readers engaged.
- Mobile apps available across multiple platforms.
- Media sponsorship of and additional circulation to related industry events throughout the year so new readers consistently see the magazine.

#### Quick Advertising Factoids:

- Print, digital, and online opportunities available.
- Huge variety of ad sizes to choose from to fit any budget.
- Print ads are *automatically included* in the digital version of the magazine as well as the mobile app with a hotlink to the advertiser’s website so readers can access advertising from anywhere, any time, from whatever platform they prefer.
- Digital versions of the magazines go on yearly CDs so ads have infinite shelf life.
- New product announcements available free of charge.
- Enewsletters that provide additional opportunities for advertisers to interact with readers.

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VOLUME 35 • 2014

## READERSHIP DETAILS

Readership is approximately 60,000 monthly.

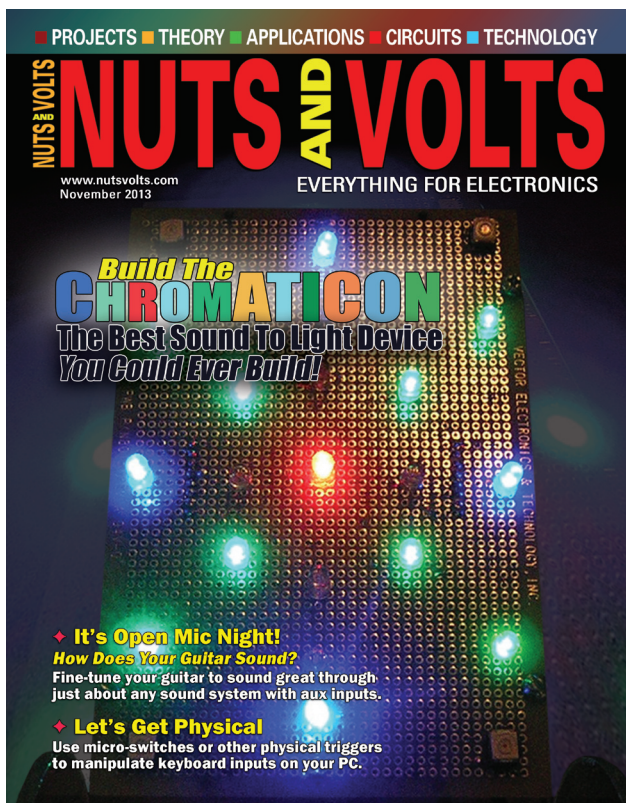
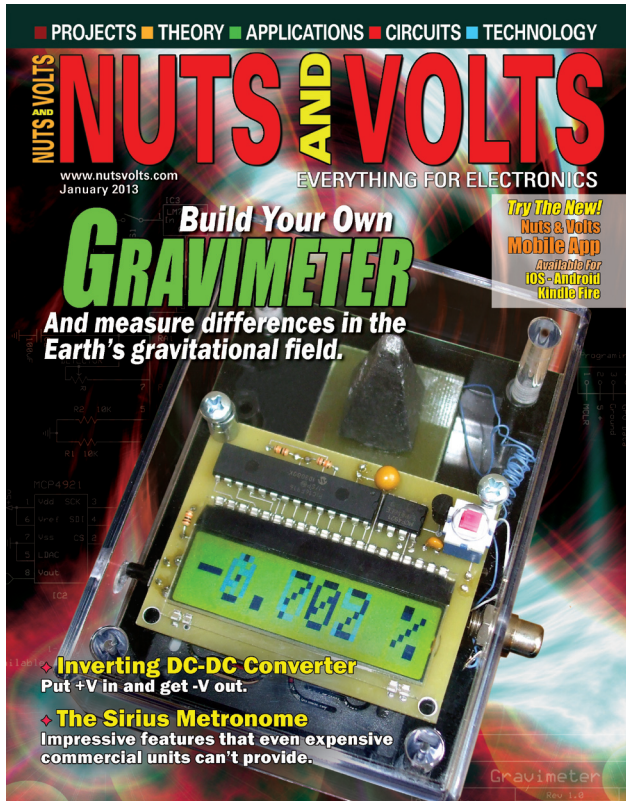
The largest percent of readership falls into these categories:

- MALE (95%)
- 36-55 AGE RANGE
- \$50,000-\$75,000 INCOME BRACKET
- GRADUATED FROM A FOUR-YEAR COLLEGE
- WORKS FULL TIME

INTERESTING READER HABITS:\*

- 52.7% Read through articles of interest and then look through the remaining pages.
- 63.9% Use the magazine to identify potential products/services.
- 75.3% Have looked at an advertiser's website as a result of reading an ad.
- 52.2% Have purchased a product/service as a result of reading the magazine.
- 32.1% Go through back issues to locate specific advertisements.
- 29.3% Spend 30-45 minutes reading an issue, while 26.4% spend over an hour.

\*Reader research by Texterity.





# NUTS AND VOLTS

## VOLUME 35 • 2014 RATES AND DATES

All print ads are automatically included in the digital version of the magazine and also the mobile app – each with a hotlink to the advertiser’s website.

### Black & White Ad Rates

	1X	3X	6X	12X
2 PAGES	\$3,839	\$3,648	\$3,455	\$3,072
FULL PAGE	\$2,021	\$1,920	\$1,819	\$1,617
2/3 PAGE	\$1,441	\$1,370	\$1,297	\$1,153
1/2 PAGE	\$1,141	\$1,084	\$1,027	\$913
1/3 PAGE	\$775	\$736	\$698	\$620
1/4 PAGE	\$635	\$602	\$570	\$507

### Four Color Rates

Additional cost per insertion

FULL PAGE	\$450	1/3 PAGE	\$200
2/3 PAGE	\$350	1/4 PAGE	\$150
HALF PAGE	\$250		

### Premium Pages

Mandatory full page, four color charges must be added. See below.

	1X	3X	6X	12X
COVER 4 (back)	\$3,498	\$3,323	\$3,148	\$2,798
COVER 2-3 (inside)	\$2,806	\$2,665	\$2,525	\$2,245
COVER 5-6 (facing)	\$2,551	\$2,424	\$2,295	\$2,040
COVER 7-8	\$2,296	\$2,182	\$2,066	\$1,837

All prices are subject to change without notice.

### SHOWCASE ADS

Price per insertion is based on number of months signed up for. Showcase advertisers are listed in the Advertiser Index that is printed in the magazine and posted on the website. Rates include four color.

1X	3X	6X	12X	
\$347	\$330	\$312	\$278	2-1/4" W x 2-1/4" H

### THE ELECTRO-NET

This is a print and web ad all in one! Ads appear in the print magazine and also in a special location on our website with a hotlink to the advertiser’s site. Rates include four color. Choose from two ad sizes:

<b>Banner Ad:</b> \$200 per month	3-1/2" W x 1" H
<b>Logo Ad:</b> \$100 per month	1-5/8" W x 1" H

We offer a special discount to advertisers running display ads in both *Nuts & Volts* and *SERVO Magazine* during the same month. Ads must be a Showcase size or larger to qualify. Contact us for more details.

### Closing Dates

Issue	Space Closing	Artwork Due
January 2014	November 18	November 25
February	December 23	December 30
March	January 20	January 27
April	February 18	February 24
May	March 17	March 24
June	April 21	April 28
July	May 19	May 27
August	June 16	June 23
September	July 21	July 28
October	August 18	August 25
November	September 22	September 29
December	October 20	October 27
January 2015	November 17	November 24
February	December 22	December 29

- A special positioning charge of 10% applies to ads requiring placement in the first 20 pages.
- All ads must be submitted electronically per our digital requirements. Ads not supplied to our specs may be charged a conversion fee.

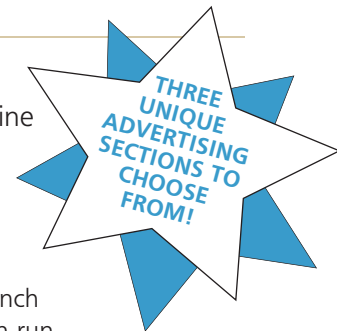
### THE CLASSIFIEDS

These ads are printed in the magazine and are listed by specific category headings.

#### \$50 per column inch

Minimum charge is one inch with half-inch increments available thereafter. Ads can run vertically or horizontally.

One column width is 1-5/8"; two column width is 3-1/2".



### PREPAY AND SAVE!

Prepay discounts are available for the **Electro-Net** and **Classified** advertising sections as shown below:

- Prepay 3 insertions = **5% discount**
- Prepay 6 insertions = **10% discount**
- Prepay 12 insertions = **15% discount**

## Online Advertising

**Drive traffic from our website to yours!**

- LeaderBoard ads appear on multiple pages throughout the website; side banners appear on the home page only.

### NV Home Page LeaderBoard

728 x 95

**\$750** per month/30 days

### SV Home Page LeaderBoard

728 x 90

**\$650** per month/30 days

### NV Home Page Side Banner

334 x 100

**\$365** per month/30 days

### SV Home Page Side Banner

245 x 120

**\$300** per month/30 days

## Digital Issue LeaderBoard ads

**Target an even more Captive Audience** — The LeaderBoard spot (728x90) at the top of each digital magazine is available. This ad stays with the particular issue *permanently* with an active link to your website (or the URL of your choice). As current and new readers access the digital edition, they will constantly see your ad there. Space is reserved on a first come, first serve basis. Only one advertiser per issue is allowed, so it's an exclusive spot.

Current rates are: **\$795** *Nuts & Volts*/per issue  
**\$675** *SERVO Magazine*/per issue

## Digital Issue Available Email Blasts

This is the email blast that goes out to all the digital subscribers each month letting them know their new issue is ready to view.

There are two separate email blasts: one for *Nuts & Volts* and one for *SERVO Magazine*. See pricing below.

### **Nuts & Volts**

175x50	<b>\$103</b> /per email blast	300x50	<b>\$154</b> /per email blast
175x90	<b>\$119</b> /per email blast	300x90	<b>\$189</b> /per email blast

### **SERVO Magazine**

175x50	<b>\$82</b> /per email blast	300x50	<b>\$123</b> /per email blast
175x90	<b>\$95</b> /per email blast	300x90	<b>\$151</b> /per email blast

All prices are subject to change without notice. Advertisers with signed active contracts on file are rate protected until their expiration. The publisher reserves the right to accept, reject, or cancel advertising copy for any reason at any time. For more info, see the "Display Ad Dimensions and Information" media kit file.

## Dates for Digital Issue Products

ISSUE	ARTWORK DUE
January 2014	December 16
February	January 20
March	February 18
April	March 17
May	April 14
June	May 19
July	June 16
August	July 14
September	August 18
October	September 15
November	October 20
December	November 17
January 2015	December 15
February	January 19

## Digital Issue Marketing Enhancements

Make your company message *really* stand out with one of our multimedia options! Sponsored Welcome Page, Videos, Drawer Spaces, Tabs ... we have several options to choose from! Contact the office for pricing and availability.

*You must have a print ad (quarter page or larger) to take advantage of these special marketing tools!*

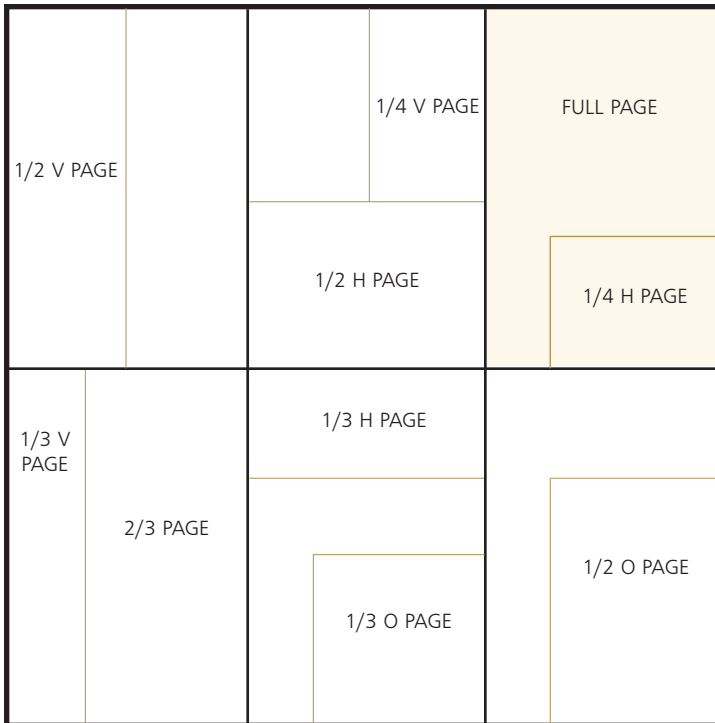
# DISPLAY AD DIMENSIONS AND INFORMATION

## *Nuts & Volts* • *SERVO Magazine*

### STANDARD PAGE SIZES

	Vertical W x H	Horizontal W x H	Other W x H
FULL PAGE	7-1/4" x 9-3/4"		
2/3 PAGE	4-3/4" x 9-3/4"		
1/2 PAGE	3-1/2" x 9-3/4"	7-1/4" x 4-3/4"	4-3/4" x 7-1/4"
1/3 PAGE	2-1/4" x 9-3/4"	7-1/4" x 3-1/8"	4-3/4" x 4-3/4"
1/4 PAGE	3-1/2" x 4-3/4"	4-3/4" x 3-1/2"	

*Nuts & Volts* Showcase ad: 2-1/4" x 2-1/4"  
*SERVO Magazine* Showcase ad: 2-1/4" W x 4-3/4" H



### MAGAZINE TRIM SIZE

8-1/8" x 10-3/4"

**BLEED:** Add 1/8" over trim size to each side that will bleed.

Live copy should not extend outside the image area on ads that bleed. Publisher is not responsible for copy that is cut off.

### Policies and General Info

- *Nuts & Volts* and/or *SERVO Magazine* are published monthly by T & L Publications, Inc.
- Print advertisers are automatically included in the digital version of the magazine, as well as the mobile app and yearly compilations on CD-ROMs.
- Unless new copy is received by the artwork due date, the last ad that ran will be printed. Ads will not be pulled because the client didn't supply new artwork by the deadline.
- The publisher reserves the right to accept, reject, or cancel advertising copy for any reason at any time. Ads that do not relate to the content of the magazine will be refused.
- Advertisements that are a Showcase ad size or larger and have a company name appearing in their ad will be listed in the Advertiser's Index. No refund or other compensation is given for errors in the index.
- T&L Publications, Inc., will not recognize or be bound by conditions or instructions included in insertion orders or other materials submitted which are contrary to terms and policies listed in the rate card and/or advertising contract.
- Special positioning requests will be honored as closely as possible, but are not guaranteed.
- Advertisers and their agencies will be held jointly liable for any unpaid balances.
- Advertising contracts may be cancelled by either party with 30 days written notice prior to the closing date of a specified issue. Short rate penalties may apply. Telephone cancellations will not be accepted or considered valid. Ads cancelled after the deadline will be charged.
- Existing active contracts are rate protected until the expiration.
- The first month of a new contract or ads that run month-to-month must be prepaid by the closing date of the issue the ad is scheduled in to guarantee placement.
- We accept Visa, MasterCard, American Express, Discover, company checks, money orders, and wire transfers. Funds must be in US dollars, drawn on a US bank.
- The publisher makes no claims for the legality of any item advertised in *Nuts & Volts* and/or *SERVO Magazine*. This is the sole responsibility of the advertiser. Advertisers and their agencies agree to indemnify and protect the publisher from any and all claims, action, or expense arising from advertising placed in *Nuts & Volts* and/or *SERVO Magazine*.
- Unintentional or inadvertent failure by the publisher to include advertising matter does not constitute a breach of contract or otherwise subject the publisher to any liability whatsoever.
- Ad production services are available. Charges are based on ad size and complexity. Publisher will not be held responsible for typos or other errors if checking proofs are not requested.
- Production charges and color are non-commissionable.

All files must be formatted for and be readable by a PC. Submit files compatible with these programs/versions:

**Acrobat 5.0      Photoshop 6.0      Illustrator 9.0**

The best file type to send is a .pdf or .eps with all fonts and graphics embedded. Images should be at 100% size and 300 dpi. If the dpi is lower, print quality cannot be guaranteed. Color should be set at CMYK, not RGB. In some cases, we can convert RGB to CMYK, but this may result in dulled colors. If manipulation of digital files becomes necessary to make them digital-ready or changes to existing ads are requested, a production charge may be incurred.

You can email ad files to [display@nutsvolts.com](mailto:display@nutsvolts.com) or [display@servomagazine.com](mailto:display@servomagazine.com), respectively. If your attachment is over 10 MB, you'll need to provide a link or use an Internet service such as Dropbox or Hightail.