

# NUTS AND VOLTS

www.nutsvolts.com  
September 2010

EVERYTHING FOR ELECTRONICS

## Turn Your Multimeter Into A Low Voltage INSULATION TESTER To Detect Ground Faults In Wire

The  
Projects Of  
Prototype This  
Virtual Sea  
Adventure



◆ **PLL Frequency Synthesizer**  
Build this handy test instrument for digital circuits.

◆ **Flower Power**  
Power a device directly from potted plants.

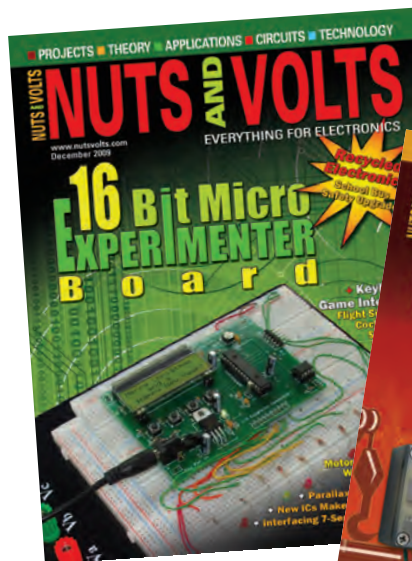
# Readership Info

## *Nuts & Volts/SERVO Magazine*

**Nuts & Volts** readers design and build electronic circuits and projects. They are educated and technically savvy hobbyists, and most are employed as engineers or technicians.

The largest percent of the readership is between the ages of 36-50 and have graduated from a four-year college. Most readers fall within the \$50,000-\$75,000 income bracket and have been subscribers for over five years.

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



**Now in its  
32nd year!**



**Now in its  
9th year!**



**SERVO Magazine** readers design and build robots for various types of competitions, home service/personal use, and/or as part of their job position. They are educated and technically savvy hobbyists, and most are employed as engineers or technicians.

The largest percent of the readership is between the ages of 36-50, however, about 22% are 25 and under. Most readers have graduated from a four-year college and fall within the \$35,000-\$50,000 income bracket. The majority of readers consider themselves to be at the intermediate level of experience in robotics and have been subscribers for over three years. Approximately 92% of the readership is male.

The highest areas of interest – as they relate to robotics – are microcontroller-based circuits, computer control, and wireless applications and technologies. As our readers are very forward thinking, they look for editorial that covers component-level information on developing robotic systems.

# Nuts & Volts — Now in its 32nd Year!

## Projects • Theory • Apps • Circuits • Technology

### 2011 Rates and Dates

#### 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

#### 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

#### 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		

All prices are subject to change without notice. Rates effective since January 2007.

#### CLOSING DATES

Issue	Space Closing	Artwork Due
January 2011	November 22	November 29
February	December 20	December 27
March	January 17	January 24
April	February 22	February 28
May	March 21	March 28
June	April 18	April 25
July	May 24	May 30
August	June 20	June 27
September	July 18	July 25
October	August 22	August 29
November	September 19	September 26
December	October 17	October 24
January 2012	November 21	November 28
February	December 19	December 27

- 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.

#### COMBINATION AD DISCOUNTS

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.

#### CHOOSE FROM THREE UNIQUE ADVERTISING SECTIONS!

Prices listed below automatically include four color.

#### SHOWCASE AD

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.

2-1/4" W x 2-1/4" H

1X	3X	6X	12X
\$347	\$330	\$312	\$278



#### 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.

Choose from two ad sizes:

**Banner Ad:** \$200 per month

3-1/2" W x 1" H

**Logo Ad:** \$100 per month

1-5/8" W x 1" H



#### 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. 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 on the **Electro-Net** and **Classified** advertising sections as shown below:

Prepay 3 insertions = **5% discount**

Prepay 6 insertions = **10% discount**

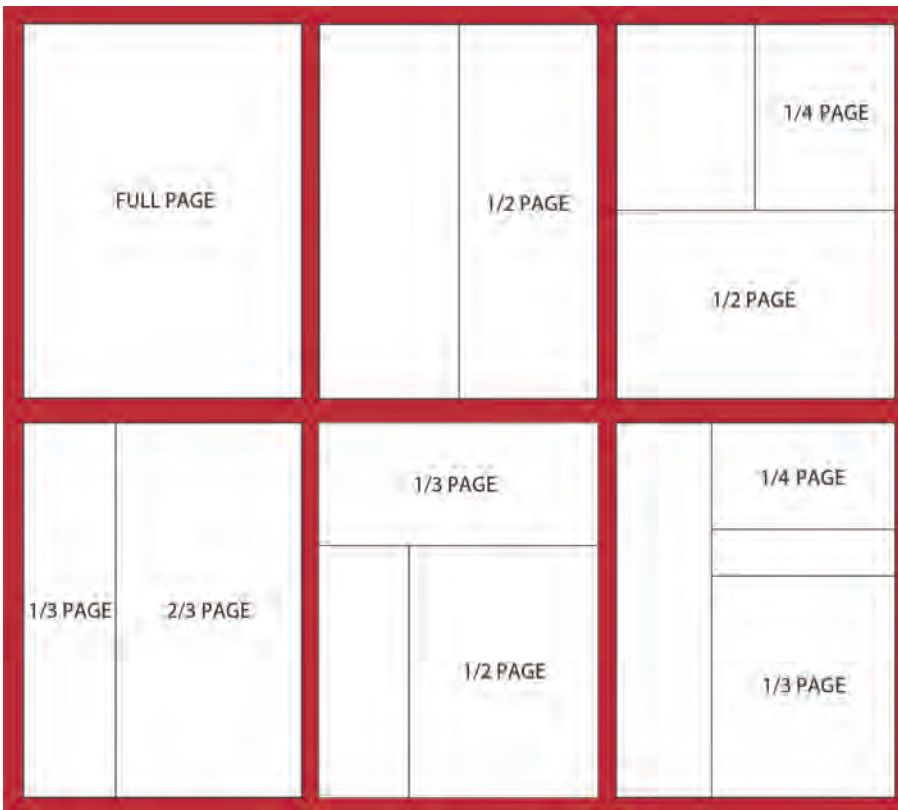
Prepay 12 insertions = **15% discount**

# DISPLAY AD SIZES

## *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"	



### 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.

Ad production services are available. Charges are based on ad size and complexity. *Nuts & Volts* and *SERVO Magazine* will not be held responsible for typos or other errors if checking proofs are not requested.

### Policies and General Info

- *Nuts & Volts* and *SERVO Magazine* are published monthly by T & L Publications, Inc.
- Print advertisers are automatically included in the digital version of the magazine 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 or cancel advertising copy for any reason at any time.
- 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.
- Ads that do not relate to the content of the magazine will be refused.
- 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 will 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 their 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.
- We accept Visa, MasterCard, American Express, Discover, company checks, and money orders.
- 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*.

# DIGITAL AD INSTRUCTIONS

## *Nuts & Volts/SERVO Magazine*

All files must be formatted for and be readable by a PC.

### PROGRAMS TO USE

Submit files compatible with the following programs/versions:

**Acrobat 5.0 • Photoshop 6.0 • Illustrator 9.0**

### OUR TYPE OF FILE

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. We cannot guarantee print results of ads that are set up in InDesign. We cannot read native Microsoft Publisher files.

### COLOR ADS and AD PROOFS

For color ads, color proofs are strongly recommended, however, exact color matches are not guaranteed. For all ads, email or fax a proof copy, so we can make sure your ad is okay. The fax number is 951-371-3052; email addresses are shown under WHERE TO GO.

### WHERE TO GO

The size of file you can email to us depends on your system's capabilities. You can email ad files to

**display@nutsvolts.com** or  
**display@servomagazine.com** respectively.

If necessary, files for **Nuts & Volts** and/or **SERVO Magazine** may be uploaded to our ftp site. Be sure to email us notification at the addresses listed above when your transmission to the ftp site is complete. Please zip all files before posting and name the file with your specific company name. To access the ftp site, go to:



The image shows a screenshot of an FTP client interface with the following fields:

- Host Name: 76.12.26.68
- Host Type: Automatic detect
- User ID: upload
- Password: magazine
- Account: (empty)
- Initial Directories: (empty)
- Remote Host: /ftp

## READERSHIP DEMOGRAPHICS

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and/or as part of their job position. They are educated and technically savvy hobbyists, and most are also employed as engineers or technicians.

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# ONLINE and DIGITAL OPPORTUNITIES

## *SERVO Magazine • Nuts & Volts*

### Online Advertising

Drive traffic from our website to yours!



- Three sizes to choose from
- Minimum order of 25,000 impressions
- Ads appear on multiple pages throughout the website.

**Home Page LeaderBoard**  
728 x 95  
**\$34** per thousand impressions

**Home Page Side Banner #1**  
334 x 150  
**\$29** per thousand impressions

**Home Page Side Banner #2**  
334 x 100  
**\$24** per thousand impressions

### Digital Issue Available Email Blasts

**Target a Captive Audience** – 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.

**Ad sizes/prices**

Rates are based on a cost per thousand. Costs vary each month based on the adjusted amount of digital subscribers. Partials not available; ads go to complete blast list. Contact office for up-to-date counts.

175x50	<b>\$24</b> /per thousand	250x60	<b>\$64</b> /per thousand
175x90	<b>\$34</b> /per thousand	500x50	<b>\$76</b> /per thousand
300x50	<b>\$44</b> /per thousand	500x100	<b>\$86</b> /per thousand
300x90	<b>\$54</b> /per thousand		

ISSUE	ARTWORK DUE
January 2011	December 20th
February	January 17th
March	February 14th
April	March 21st
May	April 18th
June	May 16th
July	June 20th
August	July 18th
September	August 15th
October	September 19th
November	October 17th
December	November 14th
January 2012	December 19th



### Digital Issue Marketing Enhancements

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

*You must have a print ad to take advantage of these special marketing tools!*

### Online Co-Op Program

Earn credits to apply towards your advertising invoices! Have a link on your website to a subscription order page on either (or both!) the *Nuts & Volts* or *SERVO Magazine* website. For every PAID subscription order we receive from your unique link, you'll earn **\$5** in advertising credit or receive **\$3** cash back per order.