

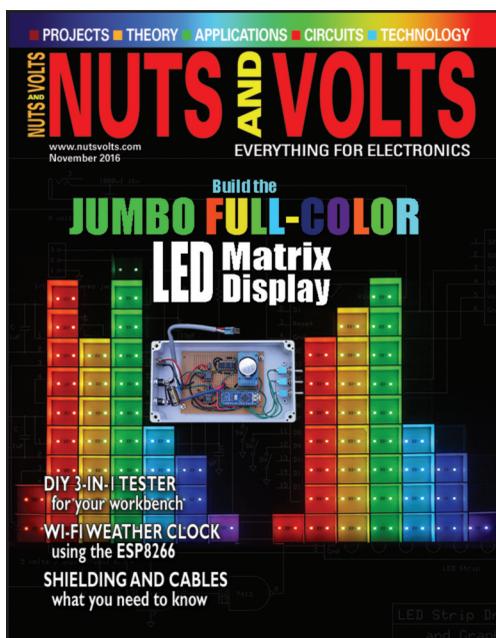
NUTS AND VOLTS

VOLUME 38 ♦ 2017
www.nutsvolts.com

Nuts & Volts' mission is to bring together *in a single destination* consumers that design and build electronic circuits and projects for business and hobbies, as well as companies that produce products and services that cater to these interested parties.

Nuts & Volts creates such a community by developing a continuous relationship between buyers and sellers that is constantly updated through these various vehicles that have been developed since the magazine's inception some 38 years ago:

- Print publication
- Digital edition
- Mobile app across multiple platforms
- Constantly updated content-oriented website
- Weekly content newsletter
- Twitter updates
- Facebook presence
- Product store



We endeavor to create a bond and partnership whereby buyers and sellers can communicate with each other, and satisfy their individual and unique needs – whether these relate to information or purchasing options.

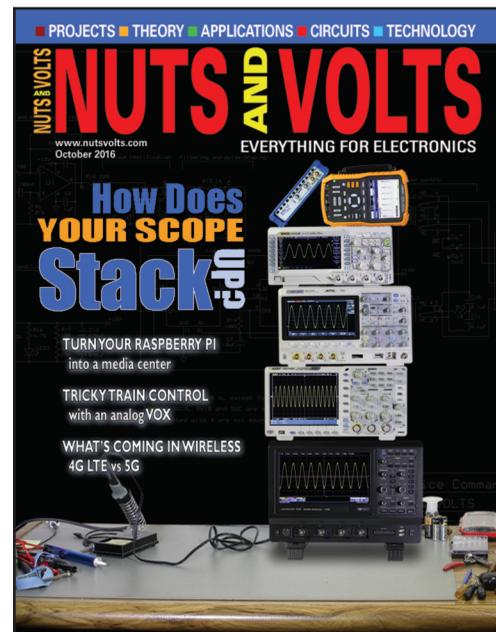
Our readers and browsers are known to be active participants that buy products and services presented through the various options mentioned above.

Readership is approximately 47,000 monthly. Largest percent of readership falls into these categories:

- MALE
- PROFESSIONAL
- 46-65 AGE RANGE
- \$50,000-\$75,000 INCOME BRACKET
- GRADUATED FROM A FOUR-YEAR COLLEGE
- WORKS FULL TIME

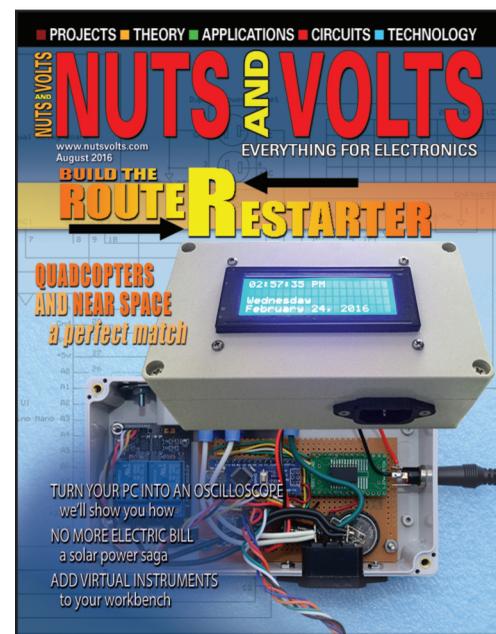
I just wanted to take a minute to say thanks to your staff. We really appreciate all you do to help promote and support ServoCity! Thank you for the great coverage/ placement. I sincerely enjoy working with you!

Lauren Lewis
ServoCity

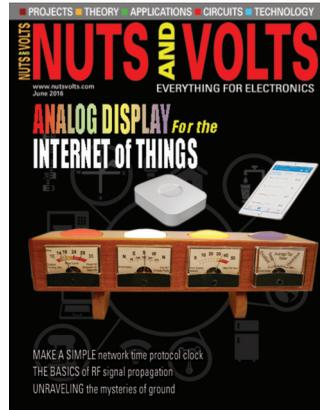
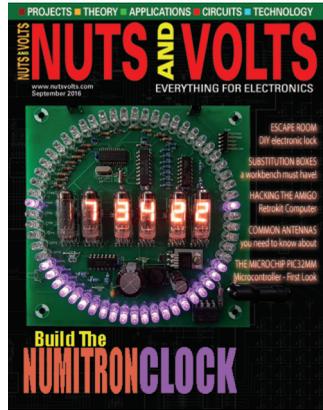


Nuts & Volts has the longest shelf life of any advertising medium we have ever used. Our company placed an ad back in the early 2000s to buy vacuum tube collections. The original response was very good, but we had a reader call us from this ad almost 10 years later to sell his tube collection! Ads in Nuts & Volts are a great value!

Paul Brachhold
President
Sound Ideas



NUTS AND VOLTS PRINT ADVERTISING OPPORTUNITIES



- 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.
- 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.

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.

	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.

Closing Dates

Issue	Space Closing	Artwork Due
January 2017	November 21 (2016)	November 28
February	December 19	December 26
March	January 16 (2017)	January 23
April	February 13	February 21
May	March 20	March 27
June	April 17	April 24
July	May 15	May 22
August	June 19	June 26
September	July 17	July 24
October	August 21	August 28
November	September 18	September 25
December	October 16	October 23
January 2018	November 20	November 27
February	December 18	December 26

- 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.

SHOWCASE ADS

Price per insertion in this special section is based on the number of months signed up for. Showcase advertisers are listed in the Advertiser Index that is printed in the magazine. 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.

Rate includes four color.

Banner Ad: \$200 per month 3-1/2" W x 1" H

THE CLASSIFIEDS

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

\$50 per column inch

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

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

PREPAY AND SAVE!

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

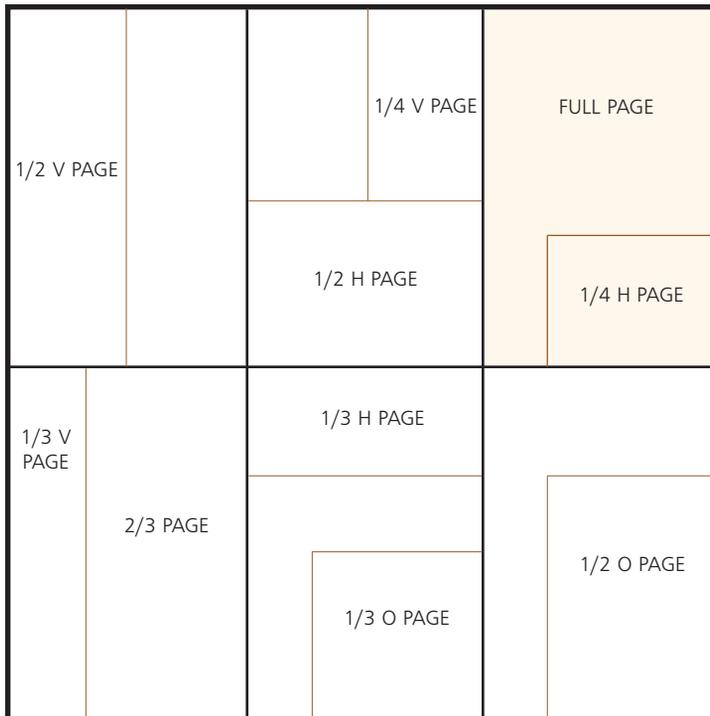
- Prepay 3 insertions = **5% discount**
- Prepay 6 insertions = **10% discount**
- Prepay 12 insertions = **15% discount**

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.
- Signed, 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 to guarantee placement.
- We accept Visa, MasterCard, American Express, Discover, company checks, money orders, PayPal, 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 or 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.

NUTS AND VOLTS ONLINE and DIGITAL ADVERTISING OPPORTUNITIES

Online Advertising

Drive traffic from our website to yours!

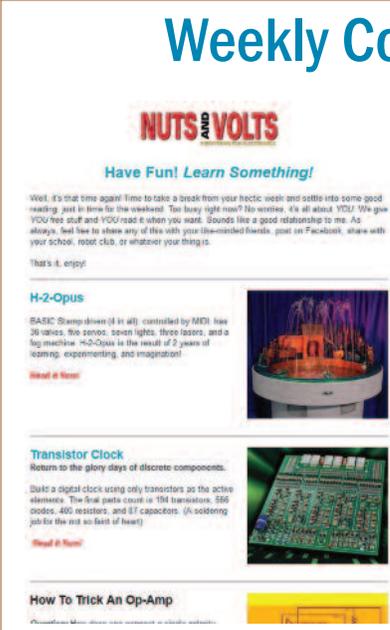
LeaderBoard

728 x 90

\$750 per month/30 days

Since our website is responsive, be sure to include a 300x250 version of the LeaderBoard, as well.

Weekly Content Newsletter



This unique ad space includes one graphic spot (approx. 220x140) and the text which consists of a headline, 50 words max of body copy, and a “call to action” link to the URL of your choice. It will be clearly marked as an advertisement.

You just send the text and graphic, and we’ll put it together for you.

Current rates are:
\$795 one week
\$500 per week for four weeks

Top Side Banner

300 x 250

\$1,200 per month/30 days
(This is an exclusive spot.)

Lower Side Banners

300 x 250

\$695 per month/30 days

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!

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 rate:
\$795 per issue

Art Due Dates for Digital Edition LeaderBoards

ISSUE	ARTWORK DUE
January 2017	December 12
February	January 9
March	February 6
April	March 6
May	April 10
June	May 8
July	June 5
August	July 10
September	August 7
October	September 11
November	October 9
December	November 6
January 2018	December 11
February	January 8

Digital Issue Available Email Blasts

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

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.

Art Due Dates for Digital Issue Email Blasts

ISSUE	ARTWORK DUE
January 2017	December 19
February	January 16
March	February 13
April	March 13
May	April 17
June	May 15
July	June 12
August	July 17
September	August 14
October	September 18
November	October 16
December	November 13
January 2018	December 18
February	January 15

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