

■ PROJECTS ■ THEORY ■ APPS ■ CIRCUITS ■ TECHNOLOGY



**NOW IN OUR
41st YEAR!**



Readership is approximately 40,000+.

VOLUME 41 ■ 2020

www.nutsvolts.com • display@nutsvolts.com

Nuts & Volts is written for the hands-on hobbyist, design engineer, technician, entrepreneur, and experimenter. Its mission is to bring together in a single destination enthusiasts that design and build electronic circuits and projects for business and hobbies, and the companies that produce products and services that cater to these interests.

Nuts & Volts creates such a community by developing a continuous relationship between buyers and sellers that is constantly updated through various channels to meet them where they're at. We still have readers and advertisers that have been with us since the early '80s.

We endeavor to create a bond and partnership whereby buyers and sellers can communicate with each other, and satisfy their individual and unique needs. Our readers and browsers are known to be active participants that buy products and services.

- Print publication
- Digital edition
- Mobile app across multiple platforms
- Content-oriented responsive website
- Content newsletters and email blasts
- Twitter updates
- Facebook presence



NUTS AND VOLTS

PRINT ADVERTISING

Black & White Ad Rates

	1x	2x-3x	4x-5x	6x (1 yr)
2 PAGES	\$5,759	\$5,472	\$5,183	\$4,608
FULL PAGE	\$3,032	\$2,880	\$2,729	\$2,426
2/3 PAGE	\$2,162	\$2,055	\$1,946	\$1,730
1/2 PAGE	\$1,712	\$1,626	\$1,541	\$1,370
1/3 PAGE	\$1,163	\$1,104	\$1,047	\$930
1/4 PAGE	\$953	\$903	\$855	\$761

Price per insertion is based on the number of issues signed up for.

Four Color Rates

Additional cost per insertion

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

Premium Pages

Mandatory full page size; four color charges must be added.

	1x	2x-3x	4x-5x	6x (1 yr)
COVER 4 (back)	\$5,247	\$4,985	\$4,722	\$4,197
COVER 2-3 (inside)	\$4,209	\$3,998	\$3,788	\$3,368
COVER 5-6 (facing)	\$3,827	\$3,636	\$3,443	\$3,060

Bench and Builder

This is a unique "grazing" area in the magazine where you can connect with potential buyers in a very dynamic way. These types of sections have proven to be very popular with readers, where they are known to spend a lot of time looking over all the interesting

ads shown. Rates include four-color and are per insertion. No other discounts will apply.

Ad size: 3-1/2" W x 2" H

1x	2x-3x	4x-5x	6x (1 yr)
\$571	\$546	\$522	\$476

Ad size: 3-1/2" W x 1" H

1x	2x-3x	4x-5x	6x (1 yr)
\$286	\$274	\$261	\$238

2020 Closing Dates

Issue*	Space Closing	Artwork Due
Issue-1	July 6	July 10
Issue-2	September 23	September 28
Issue-3	October 21	October 26
Issue-4	November 18	November 24
Issue-5	December 14	December 18
Issue-6	January 20	January 25

*The digital edition of each issue releases first, then the print version follows.

- 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.

NUTS AND VOLTS

ONLINE ADVERTISING

Leaderboard
728 x 90
\$750 per month/30 days

Side Banner
300 x 250
\$695 per month/30 days

EXCLUSIVE Top Position Side Banner
300 x 250
\$1,200 per month/30 days
(No other ads will be in rotation in this spot.)

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.

DIGITAL ADVERTISING

Weekly Content Newsletter

We have two ad designs to choose from:

Content Style

This unique ad space includes one graphic spot (approx. 440x280) and text which consists of a headline, 50 words max of body copy, and a "call to action" link to the URL of your choice. You just send the text and graphic, and we'll put it together for you.

LeaderBoard

The size of this ad is 600x90 and includes a link to the URL of your choice.

	1X	4X	6X	8X
Content Style	\$795	\$695	\$595	\$495
Leaderboard	\$650	\$550	\$450	\$350

Rates shown are per week. The more weeks you sign up for, the better your per week rate. Weeks do not have to be consecutive unless that is preferred. Short rate penalties may apply if a contract is cancelled before completion. Artwork is due by the Monday of the week you'd like your ad to run.

Digital Issue Advertising

These ads* stay with the particular issue permanently with an active link to the URL of your choice. As current and new readers access the digital edition, they will constantly see your ad there.

Leaderboard **\$950** per issue
Full Page Opener **\$2,000** per issue

Issue	Artwork Due
Issue-1	July 10
Issue-2	September 28
Issue-3	October 26
Issue-4	November 24
Issue-5	December 14
Issue-6	January 25

Digital Issue Available Email Blasts

This is the email blast that goes out to all the digital subscribers letting them know their new issue is ready to view. Ad size is 600x90.

\$300 per issue

Issue	Artwork Due
Issue-1	July 17
Issue-2	October 2
Issue-3	October 30
Issue-4	December 1
Issue-5	December 18
Issue-6	January 29

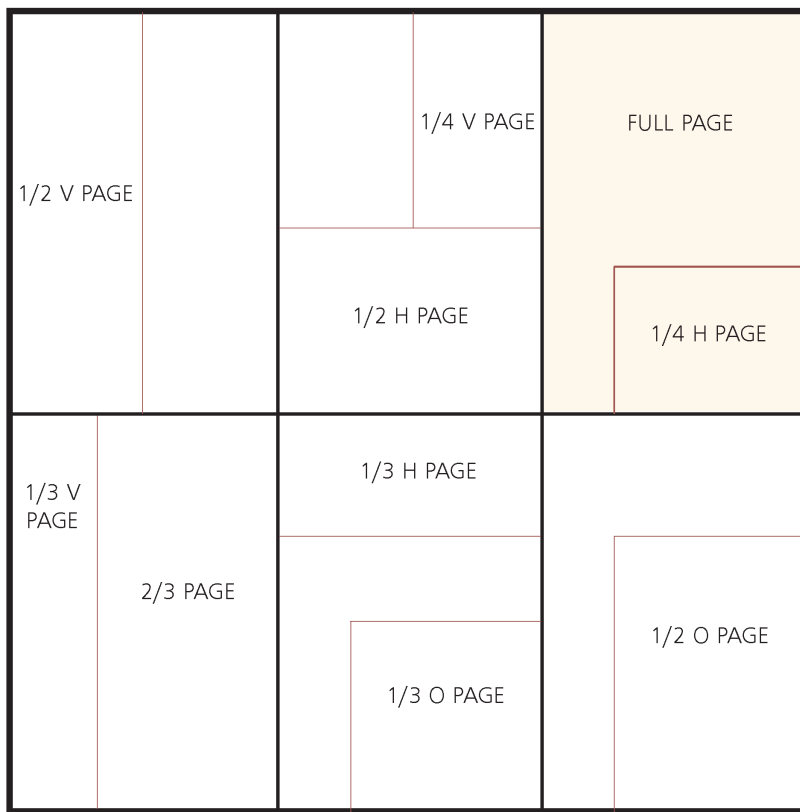
Leaderboard ad size is 728x90; full page opener ad size is 7-1/4" W x 9-3/4" H. Four-color is included.

*Only one leaderboard and one full page opener are allowed per digital issue. Space available on a first-come, first-served basis.



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.

DISPLAY AD DIMENSIONS and POLICIES

General Information

• Nuts & Volts and SERVO Magazine are both published six times a year by T & L Publications, Inc.

• Print advertisers are automatically included in the digital version of the magazine, as well as the 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 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.

• Print advertising contracts may be cancelled by either party with 30 days written notice prior to the closing date of a specified issue. Digital advertising contracts may be cancelled

by either party with 10 days notice prior to the starting date. 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 are non-commissionable.

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

Acrobat 5.0 / Photoshop 6.0 / Illustrator 9.0

The best file type to send for print images is a .pdf or .jpg with all fonts and graphics embedded. Print images should be at 100% size and 300 dpi. If the dpi is lower, print quality cannot be guaranteed. Gifs work for digital ads; .eps files can also be accepted. 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.

Email ad files to display@nutsvolts.com or display@servomagazine.com, respectively. If your attachment is over 10 MB, you'll need to provide us with a link or use an Internet service such as Dropbox or Hightail.