

INTERNATIONAL

# FILTRATION NEWS

Your Global Source

*Serving the  
Filtration &  
Separations Industry  
for 29 Years!*



## 2010 MEDIA INFORMATION

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# 2010 PUBLISHING & SUBSCRIPTION DETAILS

## PUBLISHING & SUBSCRIPTION DETAILS

For 28 years International Filtration News has been the leading publication reporting on the Filtration & Separation Industry, informing industry leaders, decision-makers and influencers, engineers, chemists and technicians around the world.

The journal is mailed free of charge to those qualified individuals directly engaged in production, research and development, sales, marketing and purchasing in the filtration industry.

The annual subscription rate for non-qualified individuals and/or companies located in the United States, Canada and Mexico is \$65 (subscription agency \$52), other countries \$125 (subscription agency \$100).

## PRINTING DETAILS (June 2008 - 2009)

Subscriptions are Requested and Mail Certified  
Average Press Run: 11,600 Copies

## 2010 ISSUES

January-February  
March-April  
May-June  
July-August  
September-October  
November-December

## CLOSING DATES

December 18, 2009  
February 19, 2010  
April 16, 2010  
June 18, 2010  
August 20, 2010  
October 22, 2010

For more subscription information please  
contact: [Info@filtnews.com](mailto:Info@filtnews.com)

## GLOBAL REACH

The Filtration and Separation Industry is global and dynamic, and International Filtration News has been a leading reporter on its many new trends and changes for more than 28 years.

Due to our close relationships with industry leaders all over the world, our subscribers are continually updated with important information needed in today's marketplace.

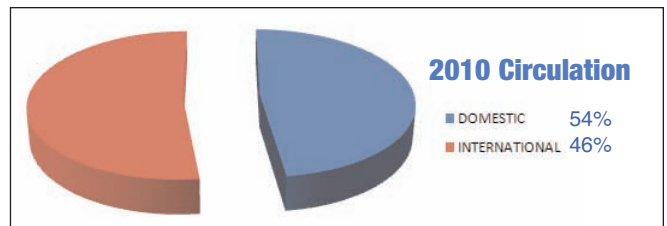
Our Editorial Advisory Board is made up of respected industry leaders from corporations, governments, trade groups and academia that provide advice and guidance on content and direction for our publication. Spotlighting innovation and market success, our pages continue to be the monitor for global vision and scope.

The editorial calendar covers research, development and commercialization of the latest manufacturing technologies in all facets and relevance to producers and end users.

As a worldwide publication, Filtration News has been a recognized leader and aims to educate,

inform and unite this large global industry.

Published every two months International Filtration News has its largest subscriber base in the United States. However, since the magazine was acquired by International Media Group, Inc., publisher of International Fiber Journal, our magazine has been further introduced into Europe and Asia.



By 2010 International Filtration News will have established a circulation status of 50% in the Americas, 30% in Europe and 20% in Asia.

At this time all members of the major Filtration and Separation Societies in the world have been added to the circulation database, including the China Filtration & Separation Committee. Furthermore, in 2010 the publisher has scheduled thousands of bonus copies to be distributed at upcoming conferences and trade show events.

During this transition year, International Filtration News will have positioned itself as a global communicator to our industry.

To reach this worldwide industry, advertise in International Filtration News.

**Contact your sales representative to learn more about our special 2010 marketing programs.**



*THE WORLDWIDE INFORMATION  
SOURCE TO DECISION-MAKING  
PROFESSIONALS IN THE  
FILTRATION INDUSTRY*

Learn more at:  
[www.filtnews.com](http://www.filtnews.com)

# 2010 RATE CARD

## ADVERTISEMENT RATES IN U.S. DOLLARS

Page Size	6X	3X	1X
<b>4C</b>			
Full	\$3445	\$3645	\$3850
2/3	\$3080	\$3220	\$3345
Isl.	\$2865	\$2975	\$3090
1/2	\$2670	\$2795	\$2925
1/3	\$2375	\$2520	\$2650
1/4	\$2105	\$2185	\$2295
1/6	\$1235	\$1335	\$1385
1/8	\$1175	\$1230	\$1280
<b>B/W</b>			
Full	\$2395	\$2575	\$2805
2/3	\$2035	\$2170	\$2305
Isl.	\$1825	\$1930	\$2045
1/2	\$1625	\$1725	\$1860
1/3	\$1315	\$1455	\$1595
1/4	\$1050	\$1150	\$1245
1/6	\$ 755	\$ 865	\$ 900
1/8	\$ 680	\$ 760	\$ 805

## WEB BANNER RATES IN U.S. DOLLARS

www.filtnews.com

### Premium Banners

12 months	\$400 mo.
9 months	\$450 mo.
6 months	\$500 mo.
3 months	\$550 mo.

### Standard Banners

12 months	\$250 mo.
9 months	\$275 mo.
6 months	\$300 mo.
3 months	\$350 mo.

**Banner ads will rotate with  
no more than five other ads**

**Banners come in 2 sizes:**

Premium: 468 by 60 pixels  
Standard: 150 by 100 pixels

### Special Positions

Cover Position: plus 20% of earned black & white rate.  
Requested positions: plus 10%.

### Terms and Conditions

Net 30 days. Advertiser and advertising agency are jointly and severably liable for payment. Contracts, insertion orders, purchase orders, etc., containing sequential liability clauses will not be accepted. 15% agency commission applies on all display advertising, provided the account is paid in full within 30 days of invoice date.

### Foreign Payments

Please contact International Filtration News or wire payment details. Payment by Visa/MasterCard American Express also accepted. Wire transfer fees and other bank charges are the responsibility of the advertiser or its agency and cannot be deducted from the net invoice amount.

### Advertising Make Up & Design

In-house creative services billed at cost.

### Corrections/Changes to Advertisements

The Publisher and its Advertising Sales Representatives make every effort to ensure that changes to existing ads are made exactly as the customer requests. However, the publisher cannot be held liable for inaccuracies contained on materials supplied by the advertiser or its agency. It is the sole responsibility of the advertiser or its agency to supply a new ad whenever errors are discovered or changes are needed. Production charges for changes requested of the publisher or its printer will be billed to the advertiser or its agency at cost. Front and back of insert should be noted on a sample.

### Material Requirements

Preferred format for all advertising material is Adobe PDF file (Distiller for Print). Native files, with the exception of image files made in Adobe Photoshop are discouraged.

All material must be made using CMYK color, and black text should be made by using black only. Never make black text using CMYK. All art must have a resolution of 300 dpi or greater, and line art should be scanned at 1200 dpi.

### Bleed Requirements:

When submitting an advertisement with bleed, the bleed must be extended by 1/4 of an inch beyond the trim size and any copy/art inside the trim should be kept minimum 1/4 of an inch away from the trim size. This is very important in order to prevent that it is too close to the trim line and will be cut off.

### SEND EMAIL FILES TO:

Ken@filtnews.com

**PUBLICATION  
TRIM SIZE:**  
8 x 10.75  
(20.32 x 27.30cm)

**SAFETY  
MARGINS:**  
1/4" (.96cm)  
from Trim Size

Contact your Sales  
Representative to discuss  
your best  
**COMBINATION RATE**  
**FILTRATION NEWS &  
FIBER JOURNAL**



### Spread Rates (Facing Pages)

Black & White (Spread)	\$4,900
2nd Color Process (Spread)	\$5,350
Four Color Process (Spread)	\$5,900

Inserts (single sheet) \$4,000

Cover Gatefold (Includes Color) \$6,500

Editorial Front Cover (Includes Color) \$5,900

### Classifieds

1/2	\$1,500
1/3	\$ 900
1/4	\$ 700
Business Card	\$ 400

(Classifieds Black & White only)

Non-Bleed Size	Width	Height
<b>Full Page</b>	<b>7" (17.78 cm)</b>	<b>10" (25.40 cm)</b>
<b>1/2 Page Horizontal</b>	<b>7" (17.78 cm)</b>	<b>4.875" (12.38 cm)</b>
<b>1/2 Page Vertical</b>	<b>3.5" (8.89 cm)</b>	<b>10" (25.40 cm)</b>
<b>1/2 Page Island</b>	<b>4.625" (11.75 cm)</b>	<b>7.5" (19.05 cm)</b>
<b>1/3 Page Horizontal</b>	<b>4.625" (11.75 cm)</b>	<b>4.875" (12.38 cm)</b>
<b>1/3 Page Vertical</b>	<b>2.1875" (5.55 cm)</b>	<b>10" (25.40 cm)</b>
<b>2/3 Page</b>	<b>4.625" (11.75 cm)</b>	<b>10" (25.40 cm)</b>
<b>1/4 Page Horizontal</b>	<b>7" (17.78 cm)</b>	<b>2.375" (5.96 cm)</b>
<b>1/4 Page Vertical</b>	<b>3.5" (8.89 cm)</b>	<b>4.875" (12.38 cm)</b>
<b>1/6 Page Vertical</b>	<b>2.1875" (5.55 cm)</b>	<b>4.875" (12.38 cm)</b>
<b>1/8 Page</b>	<b>3.5" (8.89 cm)</b>	<b>2.375" (5.96 cm)</b>

Bleed Size	Trim Size		Bleed Size	
	Width	Height	Width	Height
<b>Full Page Spread</b>	<b>16" (40.64 cm)</b>	<b>10.75" (27.30 cm)</b>	<b>16.25" (41.27 cm)</b>	<b>11" (27.95 cm)</b>
<b>Single Page Insert</b>	<b>8" (20.32 cm)</b>	<b>10.75" (27.30 cm)</b>	<b>8.125" (20.65 cm)</b>	<b>11" (27.95 cm)</b>
<b>Full Page</b>	<b>8" (20.32 cm)</b>	<b>10.75" (27.30 cm)</b>	<b>8.25" (20.96 cm)</b>	<b>11" (27.95 cm)</b>
<b>1/2 Page Spread</b>	<b>16" (40.64 cm)</b>	<b>5.375" (13.65 cm)</b>	<b>16.25" (41.27 cm)</b>	<b>5.5" (13.98 cm)</b>
<b>1/2 Page Horizontal</b>	<b>8" (20.32 cm)</b>	<b>5.5" (13.97 cm)</b>	<b>8.25" (20.96 cm)</b>	<b>5.75" (14.60 cm)</b>
<b>1/2 Page Vertical</b>	<b>3.75" (9.53 cm)</b>	<b>10.75" (27.30 cm)</b>	<b>4.25" (10.16 cm)</b>	<b>11" (27.94 cm)</b>

# 2010 EDITORIAL CALENDAR

**January - February 2010**

**Advertising Deadline: December 18, 2009**

Nonwoven Filtration Media ♦ Component Materials and Parts ♦ Emerging Markets

**March - April 2010**

**Advertising Deadline: February 19, 2010**

Membrane Filtration Media ♦ Indoor Air Quality ♦ Testing and Instrumentation ♦ Technical Textiles in Filtration (monofilament and glass fabrics)

**May - June 2010**

**Advertising Deadline: April 16, 2010**

Equipment Issue: Chemical Filtration ♦ Coolants & Cutting Oils ♦ Water and Wastewater

**July - August 2010**

**Advertising Deadline: June 18, 2010**

Buyers Guide 2010 ♦ Latest Trends and Developments in Filtration ♦ Nonwovens in Filtration (needlefelt, spunbond and meltblown)

**September - October 2010**

**Advertising Deadline: August 20, 2010**

Microporous Membrane Applications ♦ Mining and Mineral Filtration ♦ Filter Testing

**November - December 2010**

**Advertising Deadline: October 22, 2010**

Baghouse and Dust Collection ♦ Reverse Osmosis and Ultrafiltration



Please contact us if your company is introducing new technologies or can provide an editorial contribution on any of the topics in our 2010 Editorial Calendar. Please send your suggestions to our Editor, Ken Norberg at: [Ken@filtnews.com](mailto:Ken@filtnews.com)

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