

VENDING TIMES PRINT RATES

DISPLAY RATES:

Rates apply to vending display ads in all bimonthly issues.

FOUR COLOR	1x	3x	6x
FULL PAGE ¹	4,335	4,245	4,115
2/3 PAGE	3,985	3,915	3,795
1/2 PAGE	3,640	3,585	3,475
1/3 PAGE	2,745	2,735	2,695
1/4 PAGE	2,420	2,390	2,335
1/6 PAGE	2,070	2,015	1,930
BLACK & WHITE [BASE]	1x	3x	6x
FULL PAGE	2,860	2,775	2,640
2/3 PAGE	2,515	2,395	2,325
1/2 PAGE	2,170	2,115	2,005
1/3 PAGE	1,645	1,635	1,590
1/4 PAGE	1,320	1,285	1,235
1/6 PAGE	965	915	830
COVERS & SPREADS	1x	3x	6x
FRENCH GATE COVER	12,125	11,855	11,025
COVER GATE FOLD	9,920	9,650	8,820
INSIDE GATE FOLD	8,820	8,270	7,715
BACK COVER	5,955	5,835	5,625
INSIDE FRONT COVER	5,710	5,590	5,390
INSIDE BACK COVER	5,470	5,350	5,160
2-PAGE SPREAD	8,900	8,680	8,335
2-PAGE SPREAD 1/2	7,625	7,445	7,180
INSERTS	1x	3x	6x
2 or 4 PAGES	3,500	3,390	3,225
8 or 12 PAGES	3,830	3,720	3,555
16 or 20 PAGES	4,275	4,165	3,995
RIDE-ALONG	6,615	-	-
COVER TIP (outsert)	5,290	-	-
BELLY BAND	7,715	-	-
COVER ADLET 2.375" x 1" (please call for rates)			

COIN-OP / MARKETPLACE:

Rates apply to coin-op and marketplace* display ads in all bimonthly issues.

FOUR COLOR	1x	3x	6x
FULL PAGE	1,800	1,620	1,530
1/2 PAGE	800	720	680
1/3 PAGE	600	540	510
1/4 PAGE	400	360	340
1/6 PAGE	160	145	130
SPREADS	1x	3x	6x
2-PAGE SPREAD	3,200	2,880	2,720
2-PAGE SPREAD 1/2	1,800	1,620	1,530

*Marketplace is part of the classified advertising section

STRAIGHT CLASSIFIED RATES:

Standard typefaces, no borders or artwork.

75¢ per word, \$25 minimum.

Display classified \$40 per column inch (1x rate).

1 column inch = 1" high x 1-5/8" wide.

3x rate, 10% discount; 6x, 15% discount.

Add \$10 per ad for postage and handling of replies addressed to VT Box number ("blind box" service).

GENERAL INFORMATION:

Publisher reserves the right to reject advertising deemed inappropriate. Publication established in 1961.

Short rate, cancellation and prepayment policies: Advertisers who contract for a specific frequency or discount program but do not meet those terms within the contract period will be short-rated. Cancellations and changes to the contract require 30 days written notice; 60 days for cover positions. Changes and cancellations may not be accepted if received after the space closing date. Prepayment required for first time advertisers to establish credit.

Design services: Production charges for Vending Times' in-house design services may be billed at a pre-determined rate if applicable. Ads created in-house are the property of Vending Times and cannot be reproduced without permission from the publisher.

Special mailing service: All 6x advertisers can take advantage of our addressing and mailing service. Cost is \$300 per M for addressing and mailing from New York. A separate charge for postage must be paid in advance.

Regional rates: Advertisers may purchase circulation in any state or group of states, based on ZIP code area. Contact publication for rates and details.

Space reservations and materials deadline: Space reservations for advertising and news releases for editorial will be accepted until the 10th of the month. Digital files for ads will be accepted until the 15th of the month.

VT reserves the right to pick up existing creative if new material is not received by published close dates.

Advertising material should be sent to:

production@vendingtimes.net

Inserts: Contact sales rep for quantity/shipping instructions.

High Resolution = Ad size @ 300dpi min.

We are not responsible for ad files submitted under 300dpi.

Questions? Call production manager @ (516) 442-1850, x1001

Mechanical specs:

Trim size: 7-7/8" x 10-1/2" (7.875" x 10.5")

Live matter: 7" x 10"

Full-page bleed: 8-1/8" x 10-3/4" (allows for 1/8" bleed all the way around). For full-size spreads that bleed, allow 3/8" gutter for safety (16-3/8" x 10-3/4").

Printing: Web Offset.

Binding: Saddle Stitch & Perfect (special editions)

File submission guidelines: VT is not responsible for files submitted that do not exactly match these specifications. If you have any questions, please contact us before submitting a job. Recommended file types: PDF, TIF, JPG, EPS. Files must be 300dpi and CMYK. VT is not responsible for shifts in color from RGB to CMYK. If you are submitting your ad in EPS format, fonts must be converted to outlines. When submitting native application files, include a PDF export for proofing purposes.

VENDING TIMES INTERACTIVE

WEBSITE BANNER ADS

Leaderboard	728x90	\$790/month
Midsize Rectangle	300x250	\$685/month
Filmstrip	300x600	\$895/month

Ahead of the Times EMAIL NEWSLETTER (daily)

Leaderboard	600x74
Midsize Rectangle	300x250

\$25 CPM (cost per thousand)

Total active subscribers: 15,000*

Vending list: 12,400 (\$300 per newsletter)

Amusement & Coin op list: 3,000 (\$120 per newsletter)

Readers requesting subscriptions to both lists: 2700

*permission based opt-in only

WEEK IN REVIEW NEWSLETTER (Saturday)

Leaderboard	600x74	\$685/month
Midsize Rectangle	300x250	\$525/month

EMAIL PRODUCT SHOWCASE (monthly)

Text/photo ad \$300/monthly edition

Headline (your pitch). Body copy (50-75 words). Photo/logo (maximum width is 300 pixels, photos optimized for Web).

CUSTOM EMAIL MARKETING CAMPAIGNS

Dedicated eBlast | 20¢ per address

METRICS

VendingTimes.com:

75,000 pageviews/month | 45,000 unique views/month

Daily email newsletter: 22% avg. open rate

Week in Review: 23% avg. open rate

Email product showcase: 19% avg. open rate

VT Online Classified ads:

visit www.vendingtimes.com/classified for more information

WHAT'S NEW? Check out the new and improved VendingTimes.com. Built on a .NET framework, the new site is faster, robust, responsive and mobile friendly. Enhanced appearance, organization of content and functionality create a better user experience. Simple navigation includes the 15 top news categories in the vending industry. VendingTimes.com remains the industry's highest-ranking website and is an SEO leader. Additionally, Vending Times implemented a new advertising program for its email products that will continue in 2018. The program delivers up to six newsletters per week; additional special editions can be scheduled, too. A key feature of our newsletter format is an advertising approach designed to give our clients 50% or 100% voice. The newsletter's two ad positions – a 600x74 leaderboard and a 300x250 midsize rectangle – guarantee high-impact results. By limiting the number of ads per campaign and amplifying their position in the newsletter layout, Vending Times is providing its clients with a meaningful medium to build one-to-one relationships with industry members. Advertising rates are based on a \$25 CPM (cost per thousand). Contact us for availability and prices. Call (516) 442-1850, exts. 1001 or 1008, or email info@vendingtimes.net.

Vending Times 2018 AD RATES

VT.24.7.365. We provide round-the-clock reporting on what's going down in vending, OCS, micromarkets, coin-op and away-from-home amusements. We offer six content-rich print issues, daily Web posts, daily email newsletters, RSS feeds in more than a dozen news categories and twitter feeds.

PHONE: (516) 442-1850

see extensions below

ADVERTISING INQUIRIES:

exts. 1001 or 1008

President and Publisher

Alicia Lavay, ext. 1008
alicia@vendingtimes.net

Editor-in-Chief

Tim Sanford, ext. 1009
editor@vendingtimes.net

Senior Editor

Emily Jed, ext. 1003
emily@vendingtimes.net

Music & Games and Bulk Vending Editor

Hank Schlesinger
swag@earthlink.net

Marketing Coordinator

ext. 1001
info@vendingtimes.net

Production:

ext. 1001
production@vendingtimes.net

Controller:

ext. 1004
controller@vendingtimes.net

Subscriptions:

ext. 1001
subscriptions@vendingtimes.net

Fax:

(516) 442-1849

Web:

vendingtimes.com

Social Media:

facebook.com/VendingTimes
twitter.com/VendingTimes

Mail:

55 Maple Ave., Ste. 304
Rockville Centre, NY 11570