

VENDING TIMES PRINT RATES 2017

DISPLAY RATES:

Rates apply to vending display ads in all monthly issues.

FOUR COLOR	1x	3x	6x	12x
FULL PAGE ¹	4,335	4,245	4,115	3,785
2/3 PAGE	3,985	3,915	3,795	3,470
1/2 PAGE	3,640	3,585	3,475	3,150
1/3 PAGE	2,745	2,735	2,695	2,455
1/4 PAGE	2,420	2,390	2,335	2,180
1/6 PAGE	2,070	2,015	1,930	1,850
BLACK & WHITE [BASE]	1x	3x	6x	12x
FULL PAGE	2,860	2,775	2,640	2,310
2/3 PAGE	2,515	2,395	2,325	1,995
1/2 PAGE	2,170	2,115	2,005	1,680
1/3 PAGE	1,645	1,635	1,590	1,355
1/4 PAGE	1,320	1,285	1,235	1,075
1/6 PAGE	965	915	830	745
COVERS & SPREADS	1x	3x	6x	12x
FRENCH GATE COVER	12,125	11,855	11,025	10,475
COVER GATE FOLD	9,920	9,650	8,820	8,270
INSIDE GATE FOLD	8,820	8,270	7,715	7,165
BACK COVER	5,955	5,835	5,625	5,070
INSIDE FRONT COVER	5,710	5,590	5,390	4,850
INSIDE BACK COVER	5,470	5,350	5,160	4,645
2-PAGE SPREAD	8,900	8,680	8,335	7,400
2-PAGE SPREAD 1/2	7,625	7,445	7,180	6,520
INSERTS	1x	3x	6x	12x
2 or 4 PAGES	3,500	3,390	3,225	2,750
8 or 12 PAGES	3,830	3,720	3,555	3,080
16 or 20 PAGES	4,275	4,165	3,995	3,525
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 monthly issues.

FOUR COLOR	1x	6x	12x
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	6x	12x
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.

6x rate, 10% discount; 12x, 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: 14,720*	
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 not to exceed 200K)

CUSTOM EMAIL MARKETING CAMPAIGNS

dedicated eBlast | 20¢ per address

METRICS

vendingtimes.com: 51,000 pageviews/mo. | 40,000 unique views/mo.

Daily email newsletter: 22% avg. open rate

Week in Review: 23% avg. open rate

Email Product Showcase: 19% avg. open rate

Online classified ads: visit vendingtimes.com/classified for details

CONTACT US

PHONE: (516) 442-1850. **Advertising inquiries:** exts. 1001, 1008 or 1006

Email: info@vendingtimes.net

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