

Gas Turbine World

2017 Advertising Rates



Magazine, Specs Issue, Handbook

Gross Rates in US \$ for 4-color or black & white.

Ad Unit	1x Rate	3x Rate	6x Rate
Full page	\$7,880	\$7,530	\$6,590
2/3 page	\$6,600	\$6,355	\$5,645
1/2 page	\$6,120	\$5,880	\$5,410
1/3 page	\$5,060	\$4,235	\$3,765
1/4 page	\$4,825	\$3,530	\$3,295

Cover Position

Yearly contract, 4-color only, non-cancellable.

Space	Magazine	Specs Issue	Handbook
2nd cover	Add \$750	Add \$825	Add \$950
3rd cover	Add \$750	Add \$825	Add \$950
4th cover	Add \$800	Add \$850	Add \$975

Mechanical Requirements

Magazine and Specs issues are Saddle Stitched;
the GTW Handbook is Perfect Bound.

Non-Bleed Ad	Width/Depth	Width/Depth
Full page	7 x 10 inch	178 x 254 mm
2/3 vertical (2-col)	4-9/16 x 10 inch	116 x 254 mm
1/2 island (2-col)	4-9/16 x 7-3/8 inch	116 x 187 mm
1/2 horizontal (3-col)	7 x 4-7/8 inch	178 x 124 mm
1/2 vertical (1.5-col)	3-3/8 x 10 inch	86 x 254 mm
1/3 vertical (1-col)	2-3/16 x 10 inch	116 x 124 mm
1/3 square (2-col)	4-9/16 x 4-7/8 inch	58 x 254 mm
1/4 page (1.5-col)	3-3/8 x 4-7/8 inch	86 x 124 mm

Bleed Ad Space

Add 1/8-inch (3.2 mm) extra crop around entire ad to allow for bleed.
Live matter must clear final trim by 1/4-inch (6.4 mm).

Bleed Ad	Width/Depth	Width/Depth
Magazine final trim size	8-1/8 x 10-7/8 inch	206 x 276 mm
Full page bleed, all sides	8-3/8 x 11-1/8 inch	210 x 283 mm
Spread, 2-p center gutter bleed	15-1/8 x 10 inch	384 x 254 mm
Spread, 2-p full bleed all sides	16-1/2 x 11-1/8 inch	419 x 283 mm

Advertising Material

Preferred formats are high-resolution PDF or InDesign files with all linked images and fonts. Resolution 300 dpi minimum, all spot colors converted to CMYK. Provide sender's contact information in case files are corrupted or unusable.

Email address for advertising material:

orders@gasturbineworld.com

Send courier shipments to:

Brian Davis, Production
Gas Turbine World
654 Hillside Road
Fairfield, CT 06824 USA
Tel: 203-259-1812