

### Inserts, Outserts and Other Promotional Materials

**Inserts**—Must meet strict production standards. Surcharges for paper heavier than 50-lb. text or odd-shaped pieces may apply. Please send sample/mock-up for pricing information prior to printing inserts. Fee for each insert page (includes back and front) is the same as one four color page at highest page frequency. Additional Charges:

**Insert—add \$48/1,000 Tip-On—add \$58/1,000**

**Outserts**—Must meet strict production standards. Regular space rates and extra postal rates may apply, plus:

**Set-up charge: \$250 Outsert Fee: \$80/1,000**

**Other Promotional Items**—Such as barn doors, gatefolds, belly bands, personalized inkjetting and polybagging items such as CD-ROMs and more are also available. Please contact the publisher.

### Effective Starting January 1, 2012

Rates are earned based on the number of insertions within a 12-month period from the date of the first insertion. Each page or fraction page counts as one insertion. A 2-page spread counts as two insertions toward the fulfillment of a contract. An insert counts as one insertion, no matter the size or number of pages. Frequency discounts may be combined to include other Key Communications' publications. There are no additional charges for bleeds. Prices include one output from e-mail or disk. Materials supplied out of the conformance with our specifications will be charged for conversion. A SWOP-standard proof is recommended with four color ads. For more information, please see Key Communications' 2012 Mechanical Specifications Sheet.

### Commissions to Qualified Agencies

15 percent discount to recognized providers if print-ready materials are provided and when remittance is received within 30 days of billing date. Production charges, Classifieds and Directory of Suppliers are not commissionable. Pre-payment and other discount programs are available. Please inquire.

For more information as well as policies and mechanical specifications, please see:

- Full WINDOW FILM Media Kit at [www.windowfilmmag.com](http://www.windowfilmmag.com)
- 2012 mechanical specifications at [www.windowfilmmag.com](http://www.windowfilmmag.com)
- Your sales manager:

#### Northeast & Eastern Canada

**Deb Levy**  
(Contact publisher directly)  
385 Garrisonville Rd.,  
Suite 116  
Stafford, VA 22554  
540/720-5584 ex. 111  
Fax: 540/720-5687  
[deb@glass.com](mailto:deb@glass.com)

#### Midwest

**Lisa Naugle**  
Associate Publisher  
664 N. Peoria St., Suite 1N  
Chicago, IL 60642  
312/850-0899  
Fax: 312/277-2912  
[lnaugle@glass.com](mailto:lnaugle@glass.com)

#### Southeast

**Scott Rickles**  
560 Jacaranda Ct.  
Alpharetta, GA 30022  
770/664-4567  
Fax: 770/740-1399  
[srickles@glass.com](mailto:srickles@glass.com)

All other locations, please contact publisher directly at 540/720-5584;  
Fax: 540/720-5687 P.O. Box 569; Garrisonville, VA 22463;  
[deb@glass.com](mailto:deb@glass.com)

#### West Coast & Western Canada

**Ed Mitchell**  
229 Madonna Lane  
Newbury Park, CA 91320  
805/262-2932  
Fax: 805/262-2933  
[emitchell@glass.com](mailto:emitchell@glass.com)

#### Europe

**Patrick Connolly**  
99 Kings Road  
Westcliff on Sea  
Essex SSO 8PH  
England  
Tel: 44 1-702-477341  
Fax: 44 1-702-477559  
[patco@glass.com](mailto:patco@glass.com)

#### China and Asia

**Sean Xiao**  
Rm. 403, Block 17,  
Wuyimingzhu, No. 6  
Jinshan Road,  
Fuzhou, Fujian, 350001  
China  
Tel: 86-591-8386 3000  
Fax: 86-591-8807 3107  
[sxiao@glass.com](mailto:sxiao@glass.com)

**WINDOW FILM™**  
MAGAZINE

Post Office Box 569, Garrisonville, VA 22463, USA  
Phone: 540/720-5584 Fax: 540/720-2914  
[www.windowfilmmag.com](http://www.windowfilmmag.com) [deb@glass.com](mailto:deb@glass.com)



2012  
Schedules  
Editorial Schedule  
Advertising Rates & Schedule

# Print Rates

(digital info go to [www.windowfilmmag.com/advertise](http://www.windowfilmmag.com/advertise))

### WINDOW FILM Magazine Print Ad Rates

Four Color Rates	1x	3x	7x	13x	15x
2-Page Spread	\$7,550	\$6,850	\$6,340	\$6,125	\$6,095
1 Page	\$3,950	\$3,850	\$3,750	\$3,600	\$3,500
¼ Page	\$3,775	\$3,675	\$3,550	\$3,450	\$3,350
½ Page	\$3,625	\$3,425	\$3,225	\$2,995	\$2,945
¾ Page	\$3,250	\$3,050	\$2,650	\$2,500	\$2,400
¾ Page	\$3,025	\$2,825	\$2,475	\$2,375	\$2,275
B&W or Standard 2-Color rates	1x	3x	7x	13x	15x
2-Page Spread	\$4,000	\$3,700	\$3,475	\$3,275	\$3,075
1 Page	\$2,350	\$2,250	\$1,950	\$1,850	\$1,750
¼ Page	\$2,125	\$2,025	\$1,825	\$1,750	\$1,650
½ Page	\$1,850	\$1,750	\$1,650	\$1,600	\$1,550
¾ Page	\$1,800	\$1,700	\$1,600	\$1,500	\$1,475
¾ Page	\$1,550	\$1,450	\$1,250	\$1,200	\$1,150

—15% added for live link on digital edition—

### Premiums (Add to page rates - non-cancelable)

- Page one premium add 15%
- Back cover premium add 20%
- Covers 2 and 3 add 10%
- Guaranteed or consecutive position add 10%

### Spot Color Rates

	Page	Spread
2-color, matched	\$895	\$1,550
2-color, reflex	\$1,050	\$1,750
2-color, metallic	\$1,050	\$1,750

**January/  
February 2012**

**Editorial Focus**

- SEMA review
- Energy-efficient films
- Films in homes
- OE window films
- Plotter systems and patterns software
- Security glazing films and attachments

**Advertising Bonus:** Free email blast

**Bonus distribution:** The International Builders Show in Orlando

**Advertising Deadline:** December 20, 2011

**March/  
April 2012**

**Editorial Focus**

- Decorative films
- Paint protection films
- Vehicle wraps
- Tools and supplies
- Dealer and installer training
- Automotive films

**Advertising Bonus:**

Guaranteed Inclusion in Product Parade- a \$1,200 value- at no charge

**Bonus Distribution:** Glass TEXpo in San Antonio

**Advertising Deadline:** February 20, 2012

**May/  
June 2012**

**Editorial Focus**

- Architects' guide to window film
- Architectural/commercial films
- New films and coatings
- Impact resistance and attachment systems
- High performance film

**Advertising Bonus:** Free ad in *Architects' Guide to Glass and Metal* magazine

**Bonus Distribution:** The American Institute of Architects National Convention in Washington, D.C.

**Advertising Deadline:** April 2, 2012

**July/  
August 2012**

**Editorial Focus**

- Annual buyers' guide
- Solar films
- Signage, vehicle wraps and graphics
- Automotive trends
- Computers and software

**Advertising Bonus:** Inclusion in special WINDOW FILM section of USGlass magazine

**Bonus Distribution:** GlassBuild America in Las Vegas

**Advertising Deadline:** June 2, 2012

**September/  
October 2012**

**Editorial Focus**

- International Window Film Conference and Tint-Off™ preview (IWFTCO)
- Security and safety film
- Retail and storefront
- Decorative films
- Cutting tools

**Advertising Bonus:** Free tagline and plaque for IWFTCO

**Bonus Distribution:** International Window Film Conference and Tint-Off™

**Advertising Deadline:** July 30, 2012

**November/  
December 2012**

**Editorial Focus**

- SEMA Show guide and preview
- International Window Film Conference and Tint-Off™ wrap-up
- 2013 forecast
- Decorative films
- Protective glazing

**Advertising Bonus:** Free one month banner ad

**Bonus Distribution:** SEMA Show in Las Vegas

**Advertising Deadline:** September 17, 2012

**January/  
February 2013**

**Editorial Focus**

- SEMA review
- Security glazing films and attachments
- Energy-efficient films
- OE window films
- Plotter systems and patterns software

**Advertising Bonus:** Free email blast

**Bonus distribution:** The International Builders Show

**Advertising Deadline:** December 1, 2012

*Tentative and subject to change. For the latest updates, please visit our website.*



**General Information**

Bleeds & Spreads: Keep live matter 1/8<sup>th</sup> inch from trim, head, foot and binding edge. Keep crop marks outside of the live area. All measurements in inches.

Media: Positive print copy and SWOP color keys are recommended with four color ads. PC PDF files are preferred. Mac can be accepted but conversion charges may apply. CDs with fonts and art (as .tifs) provided. (Note: Publisher does not accept .jpeg, .tiff, Microsoft Word or Microsoft Publisher files.)

- Full-page bleeds 1/4
- Plate size 8 1/4 x 11
- Trim size 8 x 10 3/4

		1/4 Square
		3 3/8 x 4 7/8
1/3 Square	2 3/16 x 10 Vertical	4 3/4 x 7 1/2 Island
4 5/8 x 4 5/8		
Half Horiz.	3 3/8 x 10 Vertical	2/3 Vertical
7 x 4 3/4		4 5/8 x 10
Full Page 8 1/4 x 11 w/bleed	2-Page Spread	16 1/4 x 11 w/bleed

**2012** calendar

**WINDOW FILM**  
MAGAZINE  
Editorial Schedule