

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 **Architects' Guide** Media Kit at www.glassguides.com
- 2012 mechanical specifications at www.glassguides.com
- Your sales manager:

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Architects' Guide to Glass™

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2012 Schedules

Editorial Schedule
 Advertising Rates & Schedule

Print Rates

(For digital info go to www.glassguides.com/advertise)

Architect's Guide to Glass Magazine Print Ad Rates

Four Color Rates	1x	3x	7x	13x	15x
2-Page Spread	\$9,500	\$8,900	\$8,600	\$8,300	\$8,000
1 Page	\$5,200	\$4,900	\$4,700	\$4,450	\$4,150
1/2 Page	\$4,800	\$4,600	\$4,400	\$4,100	\$3,900
1/4 Page Island	\$4,500	\$4,250	\$4,000	\$3,775	\$3,500
1/4 Page Non Island	\$4,250	\$4,000	\$3,850	\$3,600	\$3,300
1/8 Page	\$4,000	\$3,700	\$3,400	\$3,200	\$3,000
1/8 Page	\$3,500	\$3,300	\$3,000	\$2,850	\$2,750
B&W or Standard 2-Color rates	1x	3x	7x	13x	15x
2-Page Spread	\$6,415	\$5,988	\$5,516	\$5,253	\$4,938
1 Page	\$3,520	\$3,310	\$3,047	\$2,785	\$2,532
1/2 Page	\$3,047	\$2,863	\$2,753	\$2,543	\$2,416
1/4 Page Island	\$2,753	\$2,543	\$2,480	\$2,311	\$2,101
1/4 Page Non Island	\$2,427	\$2,206	\$2,101	\$1,944	\$1,786
1/8 Page	\$1,876	\$1,629	\$1,629	\$1,549	\$1,429
1/8 Page	\$1,561	\$1,209	\$1,209	\$1,104	\$1,046

—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

- The Residential Design Issue**
- High-performance glazing
 - Glass in the home: shower doors, bath enclosures, basins, windows, flooring, railings, backsplashes and more
 - 2013 commercial and residential forecasts
- Advertising Bonus:** Video coverage at IBS OR guaranteed product release—a \$1,299 value
- Bonus Distribution:** International Builders' Show in Orlando
- Ad Deadline:** Dec. 20, 2011

March/ April 2012

- New Products Guide**
- Working with contract glaziers
 - Curtainwall, storefronts and entrances
 - Decorative glass
 - Glazing code update
 - Blast resistant glazing
- Advertising Bonus:** Guaranteed inclusion in the New Products Guide
- Bonus Distribution:** Various Industry Events in 2012
- Ad Deadline:** Feb. 20, 2012

May/ June 2012

- AIA Show Issue**
- AIA 2012 product preview
 - Interior glass trends
- Advertising Bonus:** Guaranteed product release inclusion in AIA parade of products OR showcase section
- Bonus Distribution:** AIA National Convention in Washington, D.C.
- Ad Deadline:** April 20, 2012

July/ August 2012

- Hurricane, Security and Safety Glazing**
- Designing for hurricane and impact requirements
 - Understanding fire ratings
 - Curtainwall and architectural metals
 - Fire-rated glazing update
 - Understanding test requirements and mock-ups
- Advertising Bonus:** Free online buyers' guide listing
- Bonus Distribution:** Various Industry Events in 2012
- Ad Deadline:** June 20, 2012

September/ October 2012

- International Glass Awards**
- The Architects' Guide awards
 - GlassBuild America 2012
 - Insulating glass update
- Advertising Bonus:** Free email blast
- Bonus Distribution:** GlassBuild America in Las Vegas; glasstec in Düsseldorf
- Ad Deadline:** Aug. 20, 2012

November/ December 2012

- Energy & Environment**
- Green rating systems
 - Thermal performance
 - Daylighting
- Advertising Bonus:** Guaranteed inclusion in Green Glass Products Guide (if appropriate)
- Bonus Distribution:** Greenbuild 2012 in San Francisco
- Ad Deadline:** Oct. 20, 2012

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

General Information

Bleeds & Spreads: Keep live matter $\frac{3}{8}$ " 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 $\frac{1}{4}$ "
- Plate size $8\frac{1}{2}$ " x $11\frac{1}{4}$ "
- Trim size $8\frac{1}{2}$ " x $10\frac{1}{4}$ "

$\frac{1}{4}$ " Square

$3\frac{1}{2}$ "
x
 $4\frac{3}{4}$ "

$\frac{1}{3}$ " Square

$4\frac{3}{4}$ " x $4\frac{3}{4}$ "

$2\frac{3}{8}$ "
x
 $9\frac{3}{4}$ "

$\frac{1}{3}$ "
Vertical

$4\frac{3}{4}$ " x $7\frac{3}{8}$ "

Island

Half Horiz.

$7\frac{7}{8}$ " x $4\frac{7}{8}$ "

$3\frac{1}{2}$ "
x
 $9\frac{3}{4}$ "

$\frac{1}{2}$ "
Vertical

$\frac{2}{3}$ "
Vertical
 $4\frac{3}{4}$ " x $9\frac{3}{4}$ "

Full Page
 $8\frac{5}{8}$ " x $11\frac{1}{8}$ "
w/bleed

2-Page
Spread

17 " x $11\frac{1}{8}$ "
w/bleed

2012

calendar

Architects'
Guide to Glass™

Editorial Schedule