

2018

TARGET MAGAZINE AND TARGET ONLINE ADVERTISING MEDIA KIT



Target magazine and Target Online are published for senior manufacturing professionals who are continuously improving their processes, products and services to meet tough competitive challenges.

The Association for Manufacturing Excellence (AME) is the premier not-for-profit organization dedicated to the journey of continuous improvement and enterprise excellence.

AME's membership is composed of a trusted network of volunteers who are committed to leveraging the practitioner-to-practitioner and company-to-company shared learning experience. AME offers its 4,000 members a multitude of valuable resources to help them stay abreast of current industry developments, and improve the skills, competitiveness and overall success of their organizations.

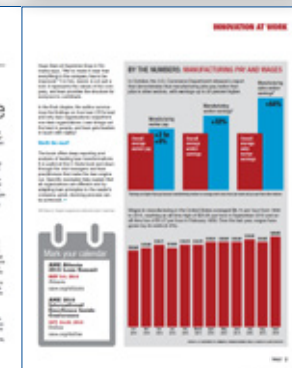
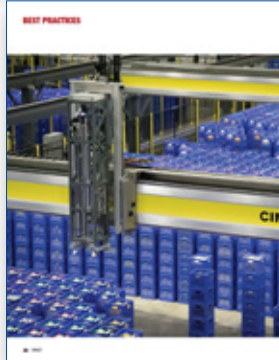
2018

Target magazine print issue



Target magazine

Target magazine is published quarterly and distributed to senior manufacturing professionals who are continuously improving their processes and services to meet tough competitive challenges.



Magazine Editorial Calendar Deadlines*

Spring

Space booked: Wed., Jan. 31
Materials due: Fri., Feb. 16
Magazine mails: Fri., Mar. 16

Summer

Space booked: Tues., May 1
Materials due: Thurs., May 17
Magazine mails: Fri., June 15

Fall

Space booked: Tues., July 31
Materials due: Thurs., Aug. 16
Magazine mails: Fri., Sept. 14

Winter

Space booked: Wed., Nov. 14
Materials due: Fri., Nov. 30
Magazine mails: Thurs., Dec. 27

* Deadlines subject to change.

Target magazine is distributed to AME's entire membership which is about 4,000 people. Target is also distributed at industry conferences AME attends as an active exhibitor, across North America, as well as our International Excellence Inside annual conference. AME's affiliates in the UK and Australia also receive the magazine.



Readership Profile

Our readership is made up of primarily North America's top manufacturing executives, CEOs, COOs, presidents and other operations executives such as general managers, directors or VPs of operations, production managers, plant supervisor/engineers, and line managers responsible for lean and continuous improvement initiatives.

The majority of AME's membership is in United States and Canada, however it also has affiliates in the United Kingdom and Australia. Circulation consists of individual, corporate and champions club members and its UK and Australian affiliates, as well as leading lean industry consultants.

Target magazine is published quarterly. Each issue is 44 or more pages. Target articles are available online, to members only, at: ame.org/target. Target magazine is available for free to nonmembers by downloading the Target magazine app at ame.org/target-app.

PUBLICATION SIZE:

8.375 W x 10.875 H inches (trim size).
8.625 W x 11.125 H inches (bleed size)

MATERIALS REQUIRED FOR PRINT

- PDF/X-1a files are required for all ads. View specifications at www.swop.org or www.adobe.com.
- Fonts must be outlined or embedded.
- All colors should be converted to CMYK (except black text).
- Crop marks and color bars should be outside printable area (12-point offset).
- Only one ad per PDF document. (Submit full-page spreads as single-page files, indicating right-hand page [RHP] and left-hand page [LHP] in file names.)

UNACCEPTABLE FILE TYPES

Microsoft Word, Excel, PowerPoint or Publisher and Adobe Pagemaker or Freehand files will not be accepted.

DOCUMENT SETUP

- Use QuarkXPress or Adobe InDesign.
- Photoshop: 300 dpi CMYK or grayscale, 600 dpi minimum bitmap, flattened layers, TIF or EPS format, binary encoding (no JPG or extra channels).
- Illustrator: Outline all fonts, flatten transparencies, embed elements (no links).
- All fonts should be Type 1 or OpenType. (Multiple master fonts are discouraged.)
- All color ads must be in CMYK, no RGB or PMS/Pantone colors.

(document setup continued page 4)

Advertising rates

Premium positions (if available).

Back cover color rate plus 20%.

Front inside cover color page rate plus 15%.

Back inside cover color page rate plus 10%.

Inside spreads color rate for two pages plus 20%.

Full Color	1X	4X	5X	Black & White	1X	4X	5X
Full page	[] \$3,000	[] \$2,850	[] \$2,670	Full page	[] \$2,500	[] \$2,375	[] \$2,225
2/3 page vertical	[] \$2,550	[] \$2,423	[] \$2,270	2/3 page vertical	[] \$2,124	[] \$2,018	[] \$1,884
1/2 page horizontal	[] \$1,860	[] \$1,768	[] \$1,656	1/2 page horizontal	[] \$1,550	[] \$1,473	[] \$1,380
1/3 page square	[] \$1,620	[] \$1,524	[] \$1,416	1/3 page square	[] \$1,350	[] \$1,270	[] \$1,180
1/3 page vertical	[] \$1,350	[] \$1,283	[] \$1,202	1/3 page vertical	[] \$1,125	[] \$1,069	[] \$1,001
1/4 page vertical	[] \$1,050	[] \$998	[] \$935	1/4 page vertical	[] \$875	[] \$831	[] \$779
1/6 page vertical	[] \$900	[] \$855	[] \$800	1/6 page vertical	[] \$750	[] \$712	[] \$667

- Ink density is not to exceed 300%.
- Text size 12 points or smaller should be black text only, CMYK (C0/M0/Y0/K100).
- Reversed text size minimum 10 points.

SUBMIT DIGITAL FILES TO:

ametarget@ascendintegratedmedia.com.
If you have questions, contact
Amanda Nevala, at 913-344-1330.

PROOFS

Contract proofs are required for all ads.
A contract proof printed at 100% with registration marks and color bars can be used for color accuracy, if SWOP-approved.
View specifications online at www.swop.org.
Without an accurate SWOP-provided proof, Ascend Integrated Media cannot be held responsible for the outcome of color on press.

MAIL REQUIRED PROOFS TO:

Ascend Integrated Media Attn: AME
7015 College Blvd., Suite 600
Overland Park, KS 66211
913-469-1110

Failure to follow these guidelines may require additional time and cost and/or sacrifice reproduction predictability. The publisher is not responsible for the final reproductive quality of any provided materials that do not meet the defined specifications of the publication. Although every effort is made to preserve advertising materials in their original condition, publisher is not responsible for lost or damaged advertising materials after publication.

AD CREATION ASSISTANCE

If you need assistance with your ad creation, contact **Tim Piotrowski**, Marketing and Media Manager, AME, Phone: **224-232-5890** Ext. **228**
Email: tpiotrowski@ame.org

TERMS AND CONDITIONS**Right of Refusal**

All advertisements are subject to approval. AME reserves the right to reject or cancel any and all advertising at its sole discretion. This includes advertising the publisher believes is not in keeping with the publication's standards, policies and principles. In such an event, AME will return any unused advertising fees paid. The words "paid advertisement" will be placed above any advertisement that resembles or may be mistaken for editorial content.

Advertising Contract

No advertisement will be accepted without a signed advertising contract.

Rate and Contract Changes

Proper notification will be given of any rate changes, and contracts may be canceled at the time the change in rate becomes effective without incurring a short rate adjustment, provided the contract rate has been earned up to the date of cancellation.

Cancellations

No cancellations will be accepted after the closing dates. Contracts may be canceled by advertisers or the publisher on written notice prior to closing date.

Short Runs

In the event an advertiser is granted a discounted rate based on multiple insertions and then does not run the advertisement for the specified number of insertions, advertiser agrees to pay for the advertisements that ran at the rate applicable to that number.

Placement

AME does not guarantee or agree to place the advertisement in a specific position in Target, unless advertiser reserves a specific position and it is approved by AME.

Modifications and Additional Charges

Service charges will be applied if it is necessary to modify advertisement materials or if changes are made at the request of the advertiser. Advertisements created by AME will be submitted to the advertiser for approval.

Publisher's Protective Clause

Advertiser assumes all responsibility for the content of its advertisements and for the obligations of its agents or representatives. The advertiser agrees to be solely liable for the content of its advertising.

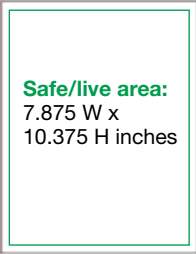


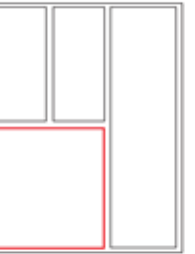

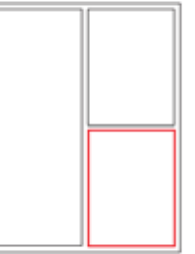

Advertiser hereby agrees to indemnify the Association for Manufacturing Excellence, AME, AME's Board of Directors, Target, Ascend Integrated Media and the editorial/advertising staff and to defend and hold them harmless from any and all claims or suits of any kind that may be asserted against them by others by reason of the content of any advertisement published in Target.

The liability of AME, AME's Board of Directors, Target, Ascend Integrated Media and AME's editorial/advertising staff for any error for which they may be held legally liable shall not exceed the cost of the advertising space.

Payment and Terms

Full payment is due to AME for the initial advertisement in Target from a new advertiser or agency at the time of the advertising contract. New is defined as not having advertised within the previous 12 months. Thereafter, the advertiser will be invoiced for each insertion of a multiple insertion order on the issue distribution date. If any bill is more than ninety (90) days overdue, future advertising shall be suspended and advertiser agrees to pay reasonable attorney's fees and costs for collection.

Page size

 <p>Safe/live area: 7.875 W x 10.375 H inches</p>						
<p>Full (trim) 8.375 W x 10.875 H inches Bleed: 8.625 W x 11.125 H inches Non-bleed: 7.0 W x 10.0 H inches</p>	<p>2/3 vertical 4.625 W x 10.0 H inches (no bleed)</p>	<p>1/2 horizontal 7.0 W x 5.0 H inches (no bleed)</p>	<p>1/3 square 4.625 W x 5.0 H inches (no bleed)</p>	<p>1/3 vertical 2.25 W x 10.0 H inches (no bleed)</p>	<p>1/4 vertical 3.5 W x 5.0 H inches (no bleed)</p>	<p>1/6 vertical 2.25 W x 5.0 H inches (no bleed)</p>

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Target print advertising contract



Select Issue(s): ☐ Spring ☐ Summer ☐ Fall ☐ Winter

Page size: ☐ Full ☐ 2/3 vertical ☐ 1/2 horizontal ☐ 1/3 square ☐ 1/3 vertical ☐ 1/4 vertical ☐ 1/6 vertical

Print: ☐ 4 Color ☐ B&W Frequency: ☐ 1X ☐ 4X ☐ 5X Total Cost: \$

New Material: ☐ yes ☐ no Repeat from (date of prior issue)

Headline of Ad:

Company (Advertiser):

Advertiser contact name:

Address:

City: State/Prov.: Zip/Postal code:

Phone: Cell Phone: Fax:

Email:

Agency : Agency contact:

Address:

City: State/Prov.: Zip/Postal code:

Phone: Cell phone: Fax:

Email:

Billing Information (if different):

Contact name: Company () or Agency ()

Address:

City: State/Prov.: Zip/Postal code:

Phone: Cell phone: Fax:

Email:

x

x

This contract is authorized by company (advertiser) representative

Date:

Send completed and signed form to **Tim Piotrowski** at **tpiotrowski@ame.org**.

2018

AME Association
for Manufacturing
Excellence®

Share • Learn • Grow™

Target Online



Powered by
IN LOOP

Target Online is AME's weekly source of industry news. Delivered each Friday via email, it is the premiere source for original content and industry news focused on manufacturing, lean and continuous improvement.

Each week, AME authors and industry leaders provide news and insights designed to keep lean and continuous improvement professionals informed and ready to help further their journey of continuous improvement and enterprise excellence.

Target Online and *Target* magazine are published for senior manufacturing professionals who are continuously improving their processes, products and services to meet tough competitive challenges.

Advertise in Target Online

Looking to reach a targeted audience of lean and continuous improvement professionals? Advertising opportunities are available. For more information, email **info@associationrevenuepartners.com** or call **855-790-0001**