



**Target
magazine**

Advertising media kit



Target magazine is published quarterly by AME and distributed to senior manufacturing professionals who are continuously improving their processes 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.

**Target
Circulation**
4,000+
Distribution

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. 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.

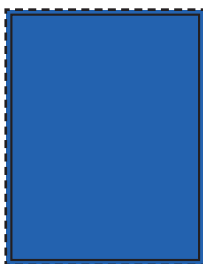
Target articles are available online, to members only, at: **ame.org/target**. Target magazine is available for free to nonmembers by downloading the Target magazine app at **ame.org/target-app**.

**Readership
Profile**

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**, lean and continuous improvement initiatives.

Advertising Specs

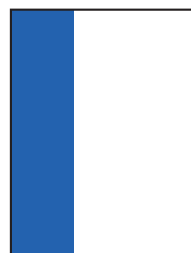
Publication size: **8.375" W x 10.875" H** (trim size).
8.625" W x 11.125" H (bleed size).



Full (trim)
8.375" W x 10.875" H
Bleed 0.25"



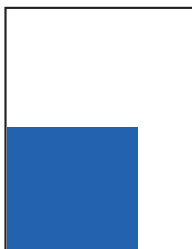
2/3 vertical
4.625" W x 10" H
No bleed



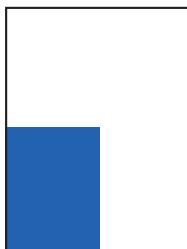
1/3 vertical
2.25" W x 10.0" H
No bleed



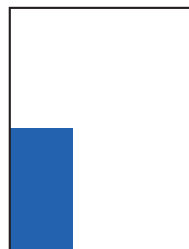
1/2 horizontal
7.0" W x 5.0" H
No bleed



1/3 square
4.625" W x 5.0" H
No bleed



1/4 vertical
3.5" W x 5.0" H
No bleed



1/6 vertical
2.25" W x 5.0" H
No bleed

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%**.

Full Color

	1X	4X	5X
Full page	[] \$3,000	[] \$2,850	[] \$2,670
2/3 page vertical	[] \$2,550	[] \$2,423	[] \$2,270
1/2 page horizontal	[] \$1,860	[] \$1,768	[] \$1,656
1/3 page square	[] \$1,620	[] \$1,524	[] \$1,416
1/3 page vertical	[] \$1,350	[] \$1,283	[] \$1,202
1/4 page vertical	[] \$1,050	[] \$998	[] \$935
1/6 page vertical	[] \$900	[] \$855	[] \$800

Black & White

	1X	4X	5X
Full page	[] \$2,500	[] \$2,375	[] \$2,225
2/3 page vertical	[] \$2,124	[] \$2,018	[] \$1,884
1/2 page horizontal	[] \$1,550	[] \$1,473	[] \$1,380
1/3 page square	[] \$1,350	[] \$1,270	[] \$1,180
1/3 page vertical	[] \$1,125	[] \$1,069	[] \$1,001
1/4 page vertical	[] \$875	[] \$831	[] \$779
1/6 page vertical	[] \$750	[] \$712	[] \$667

Deadlines

Spring

Space booked: Thurs., January 31

Materials due: Fri., Feb. 15

Magazine mails: Fri., March 15

Summer

Space booked: Tue., April 30

Materials due: Thurs., May 16

Magazine mails: Fri., June 14

Fall

Space booked: Tue., July 30

Materials due: Thurs., Aug. 15

Magazine mails: Fri., Sept. 13

Winter

Space booked: Wed., Nov. 13

Materials due: Wed., Nov. 27

Magazine mails: Fri., Dec. 27

*Deadlines subject to change.

Production Guidelines

SUBMIT YOUR ADS

Submit ads or 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**

FILE FORMATS

- Preferred format is **PDF/X-1a** all fonts need to be embedded and all images need to be **CMYK**. Other acceptable formats are **TIF**, **EPS**, or **PDF**. When sending a PDF, please make sure any crop, bleed, or registration marks or color bars are not within the live or bleed area of the ad.
- 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.)

IMAGES

All images should be high-resolution (350 dpi) and included with all design documents. **We cannot accept Web images that have been manipulated to a higher resolution.**

COLORS

All color, including photos, must be process separation (4-color) CMYK. **We don't accept RGB.**

FONTS

All fonts must be included with InDesign, Quark, or Illustrator files. Include both screen and printer fonts. We can't guarantee legibility of reverse type that is smaller than 6 points.

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 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 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.

2019 Target

AME Association
for Manufacturing
Excellence.
Share • Learn • Grow.

Target

a winning
formula

Follow a 5-step process to gain more from your...

- A strong foundation for manufacturing careers
- Tackling workplace challenges
- Building a framework

Target

The power of
management
systems
How to foster an entrepreneurial spirit
in your culture

Empowering digital technology
AN INDUSTRY 4.0 PRIMER
Implementing Kaizen practices
LEAN DEPLOYMENT

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 ()	Belly Band ()	Insert ()		
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.:	Country:	ZIP/ Postal Code:			
Phone:	Cell Phone:	Fax:				
Email:						
Agency:			Agency contact:			
Address:						
City:	State/ Prov.:	Country:	ZIP/ Postal Code:			
Phone:	Cell Phone:	Fax:				
Email:						
Billing Information:						
Contact name:			Company () or Agency ()			
Address:						
City:	State/ Prov.:	Country:	ZIP/ Postal Code:			
Phone:	Cell Phone:	Fax:				
Email:						

Signature:

Date:

This contract is authorized by company (advertiser) representative

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