

Issue: February 2008

Ad Close Deadline: November 30, 2007

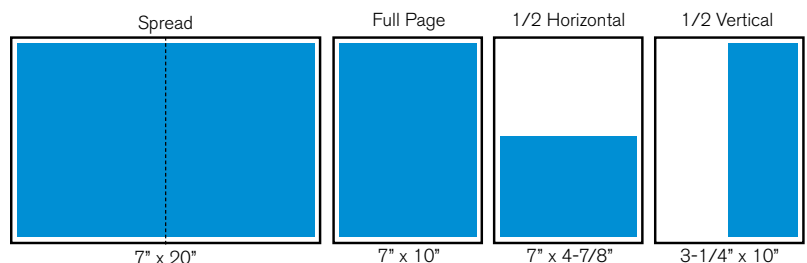
appliance DESIGN, a subsidiary of BNP Media, purchased the **International Appliance Manufacturing** magazine from Ashokan International in July 2007 for further international expansion and development in the appliance industry. The magazine is the industry's annual technical/white paper review for household appliance design and manufacturing including large domestic appliances (white goods), small kitchen appliances, and floor care around the world. Published in English, the review is comprised of technical/white papers for the industry from leading international companies and universities involved in developments for the appliance manufacturing process.

CIRCULATION:

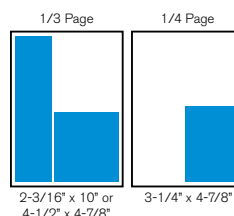
- **20,200 executives & design engineers** responsible for the administration, design, testing and manufacturing of household appliances at OEMs around the world. 5,200 print copies plus 15,000 appliance **DESIGN** email subscribers.*
- **Government departments, standards bodies and consultants**
- **Reaches countries** North & South America, Europe/Middle East, Asia, Australia/New Zealand
- **Bonus distribution** at Domotecnica 2008 as well as other appliance related trade shows
- **Digital edition** issue will be posted online for website visitors

RATES:

Rates quoted at NET and include a technical/white paper up to 3,000 words. With the exception of premium positions, ads will be placed with technical/white papers. Placement of papers/ads are based on first come, first serve basis.



	4-Color	Black & White
Spread	\$15,100	\$11,490
Full Page	\$8,785	\$7,100
1/2 Page	\$5,230	\$4,835



Additional ad sizes available however they DO NOT include a technical paper.

	4-Color	Black & White
1/3 Page	\$4,400	\$3,000
1/4 Page	\$3,500	\$2,100



ALL advertisers get a free basic listing in the appliance DESIGN Buyers Guide.



2007 PUBLISHED ADVERTISERS:

AP&T, Allegro Microsystems, BASF, BJB, Borealis, Burgess Norton, Cherry, Compact, Degussa, Diehl Ako, Dow Corning, Dyna, Elmarc, Ferro Technik, GE Plastics, Kema Quality, Lati, Lustran, Marquardt, Milliken, Microchip, Multibase, Omron, Rosti, SKF, Sandvik, AO Smith, ST Microelectronics, ThyssenKrupp Steel

*Publisher's Own Data, 06/07.

INTERNATIONAL APPLIANCE MANUFACTURING AD SPECIFICATIONS

Terms & Conditions

Payment Terms: Invoices are payable in U.S. Funds only, Net 30 days. 1½% per month service charge thereafter (½% in Texas). Advertisements originating outside of the U.S. must be prepaid. Extension of credit is subject to the approval of the Credit Department. First time advertisers will be required to provide credit information or prepayment at the start of their advertising program. Publisher reserves the right to hold advertiser and/or agency jointly responsible and severally liable for money due and payable to the Publisher. Should it become necessary to refer any outstanding balance to an outside agency or attorney for collection, customer understands and agrees to pay all collection costs, including finance charges, court costs and attorney fees.

Short Rates & Rebates: Advertisers will be shorted if, within a 12-month period from date of first insertion, they do not use the amount of space upon which their billings have been based. Advertisers will be rebated if, within a 12-month period from the date of first insertion, they have used sufficient additional space to warrant a lower rate than that which they have been billed.

Agency Commission: 15% of gross billing allowed to recognized agencies on space, color and position. Bills are issued same day as publication. Commission not allowed on other charges such as insert handling, special binding or trimming of inserts, reprints or other mechanical charges and non-display advertising.

Copy & Contract: Advertiser and agency assume liability for all content (including text, representation and illustrations) of advertisements printed and all claims arising therefrom against publisher.

Printing Specifications

Printing: Heat-set, web-fed offset
Paper: 40-lb. coated;
Cover: 80-lb. coated
Binding: Perfect Bound
Screen: 150-line black-and-white.

Bleed Specifications:

Full-page bleed size 8½" x 11½"
Full-page trim size 7⅞" x 10⅞"
Spread size, full bleed 16" x 11½"
Spread trim size 15¾" x 10⅞"
Keep all live matter ⅜" from trim.

Publication & Closing Dates

Published Yearly: Issued during the first week of publication month. No cancellations or changes in order will be accepted after closing dates

Digital Ad Requirements

Platforms: MAC format preferred. (IBM-compatible accepted, fonts will be replaced by MAC versions).

Preferred File Formats: InDesign, Photoshop and Illustrator files accepted.
PDFs are accepted; please call the production manager for correct Distiller settings.

Photos: 300 dpi saved as TIFF or EPS. Color images must be CMYK. Do not compress graphics using JPEG or LZW.

Colors: All colors used should be CMYK, unless a spot color has been purchased.

Electronic Submission:

CDs are accepted. E-mail and FTP options should be discussed with the production manager. All artwork (photographs, logos, clipart, etc.) and all fonts (both printer and screen fonts, Postscript Type 1 fonts recommended) must be included.

FTP Login Information:

Go to www.upload.bnppmedia.com and choose *Appliance Design* from the drop down menu and follow on screen directions.

Proofs Required: A screened contract quality proof created from the final electronic file must be submitted with each color ad. Kodak Approval proofs preferred. Iris or other SWOP Standard proofs accepted.

Color cannot be guaranteed unless an acceptable proof is provided. Please supply B&W laser printout for B&W ads.

Ad Size: Crop marks for full-page ads should be at trim size 7⅞" x 10⅞". Bleed ads should extend beyond trim crop marks by ⅛" on each side. Vital matter must be kept at least ⅜" away from trim edges. Fractional ads should match sizes published.



appliance
DESIGN

Shipping Instructions:

Please address all correspondence, space orders, insertion instructions & material to:

appliance **DESIGN**

Amy Alef, Production Manager
2401 West Big Beaver Road, Suite 700, Troy, MI 48084
Phone: 248.244.6409; Fax: 248.786.1348
Email: alefa@bnppmedia.com

