

### 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 USGlass Media Kit at [www.usglassmag.com](http://www.usglassmag.com)
- 2012 mechanical specifications at [www.usglassmag.com](http://www.usglassmag.com)
- Your sales manager:

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## 2012 Schedules

Editorial Schedule  
Advertising Rate & Schedule

# Print Rates

(For USGNN.com and digital info go to [www.usglassmag.com/advertise](http://www.usglassmag.com/advertise))

USGlass Magazine Print Ad Rates					
Four Color Rates	1x	3x	7x	13x	15x
2-Page Spread	\$10,000	\$9,600	\$9,400	\$9,000	\$8,775
1 Page	\$5,700	\$5,350	\$5,175	\$4,865	\$4,550
¼ Page	\$5,300	\$5,000	\$4,800	\$4,400	\$4,300
½ Page Island	\$4,850	\$4,650	\$4,350	\$4,100	\$3,700
½ Page non island	\$4,650	\$4,400	\$4,200	\$3,900	\$3,600
¼ Page	\$4,350	\$4,000	\$3,700	\$3,500	\$3,300
¼ Page	\$3,695	\$3,400	\$3,200	\$3,100	\$3,000
B&W or Standard 2-Color rates	1x	3x	7x	13x	15x
2-Page Spread	\$7,750	\$7,300	\$7,000	\$6,900	\$6,600
1 Page	\$4,275	\$4,000	\$3,850	\$3,650	\$3,400
¼ Page	\$4,000	\$3,850	\$3,600	\$3,400	\$3,200
½ Page Island	\$3,650	\$3,475	\$3,275	\$3,075	\$2,775
½ Page non island	\$3,475	\$3,300	\$3,175	\$2,925	\$2,725
¼ Page	\$3,275	\$3,000	\$2,750	\$2,600	\$2,475
¼ Page	\$2,750	\$2,500	\$2,425	\$2,325	\$2,200

—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 2012

**Editorial Focus:** Industry forecast  
**Issue Themes:** Residential glazing, high-performance glass  
**Includes:** Shower doors; bath enclosures; basins and backsplashes; windows; glass railing  
**Special Coverage:** Trucks and carriers; hardware and locks; mirror  
**Focus: Machinery:** Insulating glass lines; cutting lines; beveling machinery;  
**Architects:** Fire-rated glazing;  
**Decorative:** Decorative glass in the home  
**Advertising Bonus:** Free B&W ad in freestanding *Architects' Guide to Glass and Metal* issue AND guaranteed product release  
**Bonus Distribution:** International Builders' Show in Orlando, Fla.  
**Ad Deadline:** December 15, 2011

## FEBRUARY 2012

**Editorial Focus:** New glass technology; GANA supplement  
**Issue Themes:** Retail including showroom, fabrication technology, shop safety, dynamic and solar glazing  
**Includes:** Computers and software; GANA members  
**Special Coverage:** Safety gloves, shoes and glasses, AAMA's 75<sup>th</sup> anniversary  
**Focus: Machinery:** All glass fabrication machinery; inspection systems;  
**Architects:** Energy-efficient glass;  
**Decorative:** Glass printing  
**Advertising Bonus:** Inclusion in China Glass supplement OR free question in first-ever Retailers' Survey OR free ad in *Solar Glazing* magazine  
**Bonus Distribution:** GANA Annual Conference in Sarasota, Fla.; AAMA 75<sup>th</sup> Annual Conference in Naples, Fla.; China Glass in Shanghai  
**Ad Deadline:** January 2, 2012

## MARCH 2012

**Editorial Focus:** Contract glazing  
**Issue Themes:** Storefronts, curtainwall, skylights, railings, architectural metals  
**Includes:** Curved glass; adhesives and sealants  
**Special Coverage:** BIM and software; commercial windows  
**Focus: Machinery:** Material handling equipment, conveyors, packaging, jobsite tools; **Architects:** Innovative facades; **Decorative:** Glass painting  
**Advertising Bonus:** Free B&W ad in freestanding *Architects' Guide to Glass and Metal* issue OR free mailing list (digital or print, we mail for you)  
**Bonus Distribution:** BEC Conference in Las Vegas; BEST Conference 3 in Atlanta  
**Ad Deadline:** February 6, 2012

## APRIL 2012

**Editorial Focus:** The interactive issue  
**Issue Themes:** Social media in the glass and metal industry  
**Includes:** Coatings and paints; security and interlayers; adhesives  
**Special Coverage:** Software and websites  
**Focus: Machinery:** Grinders, polishers and edgers, drills and cutting equipment; **Architects:** Adhesives; **Decorative:** Floors and stairs  
**Advertising Bonus:** Free link and upload in USGlass Magazine digital edition at no charge AND free "Focus On" social media link  
**Bonus Distribution:** Glass TExpo™ 2012 in San Antonio  
**Ad Deadline:** March 5, 2012

## MAY 2012

**Editorial Focus:** Architects' Issue  
**Issue Themes:** Daylighting and skylights;

innovative glass and/or metal projects  
**Includes:** Adhesives and sealants; insulating glass and components  
**Special Coverage:** Window film, including: OE and aftermarket  
**Focus: Machinery:** Washers, dryers and coaters; **Architects:** Glass-architect interface; **Decorative:** Glass printing  
**Advertising Bonus:** Free B&W ad in freestanding *Architects' Guide to Glass and Metal* issue AND guaranteed product release  
**Bonus Distribution:** American Institute of Architects National Convention in Washington, D.C.  
**Ad Deadline:** April 9, 2012

## JUNE 2012

**Editorial Focus:** Hurricane and safety glass  
**Issue Themes:** Hurricane, protective, safety and security glazing  
**Includes:** Acoustical glazing; laminated glass; fire-rated  
**Special Coverage:** Window walls and partitions; glass railings  
**Focus: Machinery:** Laminated glazing lines, ovens, autoclaves, clean rooms, quality control equipment; **Architects:** Safety and security glazing; **Decorative:** Decorative glass challenges  
**Advertising Bonus:** Free banner ad on usglassmag.com OR USGNN.com™—a \$1,200 value  
**Bonus Distribution:** Neocon in Chicago  
**Ad Deadline:** May 7, 2012

## JULY 2012

**Editorial Focus:** New Products Guide  
**Issue Themes:** New Products Guide  
**Includes:** Energy-efficient glass; solar glazing  
**Special Coverage:** Contract glaziers guide to solar glazing installations

**Focus: Machinery:** New machinery and equipment (introduced in the last 24 months); **Architects:** New products; **Decorative:** Decorative glass interlayers  
**Advertising Bonus:** Guaranteed inclusion in New Products Guide or Showcase department with 4c photo—a \$1,899 value OR Free B&W ad in freestanding *Architects' Guide to Glass and Metal* issue  
**Bonus Distribution:** Intersolar North America in San Francisco  
**Ad Deadline:** June 4, 2012

## AUGUST 2012

**Editorial Focus:** Most Influential  
**Issue Themes:** The USGlass Industry Top 100; metals  
**Includes:** Fire-rated glazing; hurricane glazing; commercial windows; window walls  
**Special Coverage:** Scratch removal; architectural metals  
**Focus: Machinery:** grinders, polishers and edgers; aluminum fabrication equipment; **Architects:** Disaster glazing; **Decorative:** Mirror  
**Advertising Bonus:** 100 extra copies of The Glass Industry 100 AND free PR service  
**Bonus Distribution:** 2012 METALCON International in Chicago; Glass Expo Midwest™ 2012  
**Ad Deadline:** July 9, 2012

## SEPTEMBER 2012

**Editorial Focus:** GlassBuild America Issue  
**Issue Themes:** GlassBuild America Preview  
**Includes:** Western glazing industry; window film; new fire-rated technologies  
**Special Coverage:** Computers and software

**Focus: Machinery:** New machinery at the show; **Architects:** New fire-rated technology; **Decorative:** Etched and sandblasted glass  
**Advertising Bonus:** Free B&W ad in freestanding *Architects' Guide to Glass and Metal* issue  
**Bonus Distribution:** GlassBuild in Las Vegas  
**Ad Deadline:** August 6, 2012

## OCTOBER 2012

**Editorial Focus:** Machinery Issue  
**Issue Themes:** Machinery and Equipment Guide to Machinery and Equipment  
**Includes:** International emphasis; tools and supplies; solar glazing  
**Special Coverage:** Glass cleaners; window walls  
**Focus: Machinery:** Machinery issue; **Architects:** Point-supported, super curved glass; **Decorative:** Patterned glass  
**Advertising Bonus:** Guaranteed product release in show preview or Showcase department  
**Bonus Distribution:** glasstec and solarpeg in Düsseldorf, Germany  
**Ad Deadline:** September 3, 2012

## NOVEMBER 2012

**Editorial Focus:** Green; Architects  
**Issue Themes:** The green issue, green products; USGlass Green Awards  
**Includes:** Skylights and daylighting; sunshades and light shelves; active glazing  
**Special Coverage:** Doors, windows and related hardware  
**Focus: Machinery:** Insulating glass lines; gas filling; solar glazing machinery; **Architects:** Insulating glass; **Decorative:** Printed and painted glass  
**Advertising Bonus:** Free B&W ad in freestanding *Architects' Guide to Glass and Metal* issue OR free ad in

*Solar Glazing* magazine  
**Bonus Distribution:** Greenbuild in San Francisco; Win-Door North America in Toronto  
**Ad Deadline:** October 8, 2012

## DECEMBER 2012

**Editorial Focus:** Industry Buyer's Guide  
**Issue Themes:** 2013 Industry Buyer's Guide; Readers' Choice Awards  
**Includes:** Diversification in the glass industry; GANA Supplement 2013  
**Special Coverage:** Glass restoration; architectural metals  
**Focus: Machinery:** Glass manufacturing equipment, glasstec machinery wrap-up; **Architects:** Glass marker boards, TV glass; **Decorative:** Ceramic frits  
**Advertising Bonus:** Free full-color enhanced listing in the Buyer's Guide and free online Buyer's Guide listing—a \$2,200 value  
**Bonus Distribution:** Select industry events in 2013  
**Ad Deadline:** November 5, 2012

## JANUARY 2013

**Editorial Focus:** Industry forecast  
**Issue Themes:** Residential glazing, high-performance glass  
**Includes:** Shower doors and bath enclosures; windows; glass railing  
**Special Coverage:** Hardware and locks; mirror  
**Focus: Machinery:** Insulating glass lines; cutting lines; beveling machinery; **Architects:** Fire-rated glazing; **Decorative:** Laser-cut glass  
**Advertising Bonus:** Free B&W ad in freestanding *Architects' Guide to Glass and Metal* issue AND guaranteed product release  
**Bonus Distribution:** International Builders' Show in Orlando  
**Ad Deadline:** December 1, 2012



# 2012 Editorial Schedule

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