

# WHN

## WIRING HARNESS NEWS

# 2023 MEDIA GUIDE

**Since 1994, Wiring Harness News has been the pioneer voice for decision makers in engineering, procurement, and top management for manufacturers of critical wiring systems. In fact, it is the only publication devoted solely to wire and cable assembly production.**



**WIRINGHARNESSNEWS.COM**

- Interactive Banner Ads
- Current & Past Issues FREE
- Ads Click to Website

## WHN MAGAZINE

- Targets Wire & Cable Processors and OEMs
- Bi-Monthly Issues
- Ad Design Services Available

# PRINT & ONLINE

**CONNECTING THE INDUSTRY**

# 2023 SUBMISSION DEADLINES

ISSUE	EDITORIAL / AD COMMITMENT DUE	MATERIALS / FILES DUE
<b><u>JAN</u></b> <b><u>FEB</u></b>	MONDAY, DECEMBER 12, 2022	MONDAY, DECEMBER 19, 2022
<b><u>MAR</u></b> <b><u>APR</u></b>	TUESDAY, FEBRUARY 21, 2023	TUESDAY, FEBRUARY 28, 2023
<b><u>MAY</u></b> <b><u>JUN</u></b>	TUESDAY, APRIL 4, 2023	TUESDAY, APRIL 11, 2023
<b><u>JUL</u></b> <b><u>AUG</u></b>	TUESDAY, JUNE 20, 2023	TUESDAY, JUNE 27, 2023
<b><u>SEP</u></b> <b><u>OCT</u></b>	TUESDAY, AUGUST 22, 2023	TUESDAY, AUGUST 29, 2023
<b><u>NOV</u></b> <b><u>DEC</u></b>	THURSDAY, OCTOBER 19, 2023	THURSDAY, OCTOBER 26, 2023

## EDITORIAL CONTACT

**Joe Tito**  
Content Manager/Marketing  
Joe@wiringharnessnews.com  
Direct 407-739-9811

## ADVERTISING CONTACT

**Jim Brown**  
Sales Manager  
Jim@wiringharnessnews.com  
Office 708-594-7764

# RATES & TECHNICAL DATA

## ADVERTISING RATES

	AD SIZE	1 ISSUE CONTRACT	FULL YEAR CONTRACT (6 ISSUES)
A	Full Page	\$2,800	\$2,520
	Full Page w/Bleed	\$2,950	\$2,655
B	Junior	\$1,800	\$1,620
	Junior w/Bleed	\$1,890	\$1,701
C	3/4 Page	\$2,340	\$2,106
	3/4 Page w/Bleed	\$2,450	\$2,205
D	1/2 Page Vert.	\$1,550	\$1,395
	1/2 Page Vert. w/Bleed	\$1,630	\$1,467
E	1/2 Page Horz.	\$1,550	\$1,395
	1/2 Page Horz. w/Bleed	\$1,630	\$1,467
F	1/2 Page Junior	\$950	\$855
	1/2 Page Junior w/Bleed	\$1,000	\$900
G	1/4 Page (2 Column)	\$830	\$747
	1/4 Page (2 Column) w/Bleed	\$875	\$788
H	1/2 Page SPREAD Horz. w/ Bleed	\$3,275	\$2,948
I	Full Page SPREAD w/Bleed	\$5,750	\$5,175

## FILE REQUIREMENTS

High Resolution PDFs at 300 DPI for both color and black and white ADs.

PDF X/1a Format Preferred. Please embed all fonts and graphics and submit all artwork in CMYK for Color ADs and K Only (Black Ink Only) for Black & White ADs.

Trim measurements are listed in inches. An additional  $\frac{1}{8}$ " bleed (.125") allowance should be added to all four sides. Live matter should be kept a minimum of  $\frac{1}{4}$ " (.25") from all trim edges.

Send completed Ad Contract (last page of this media kit) and final files to Jim Brown at [jim@wiringharnessnews.com](mailto:jim@wiringharnessnews.com). If you have any questions, call (708) 594-7764.

Any pre-press production work such as enlargements, copy changes, etc. billed at current commercial rates.

Advertising design services available at additional cost. Copy and Illustrations subject to publisher approval.

## CLASSIFIED ADVERTISING

Call Jim at (708) 594-7764 for current rates and classifications.

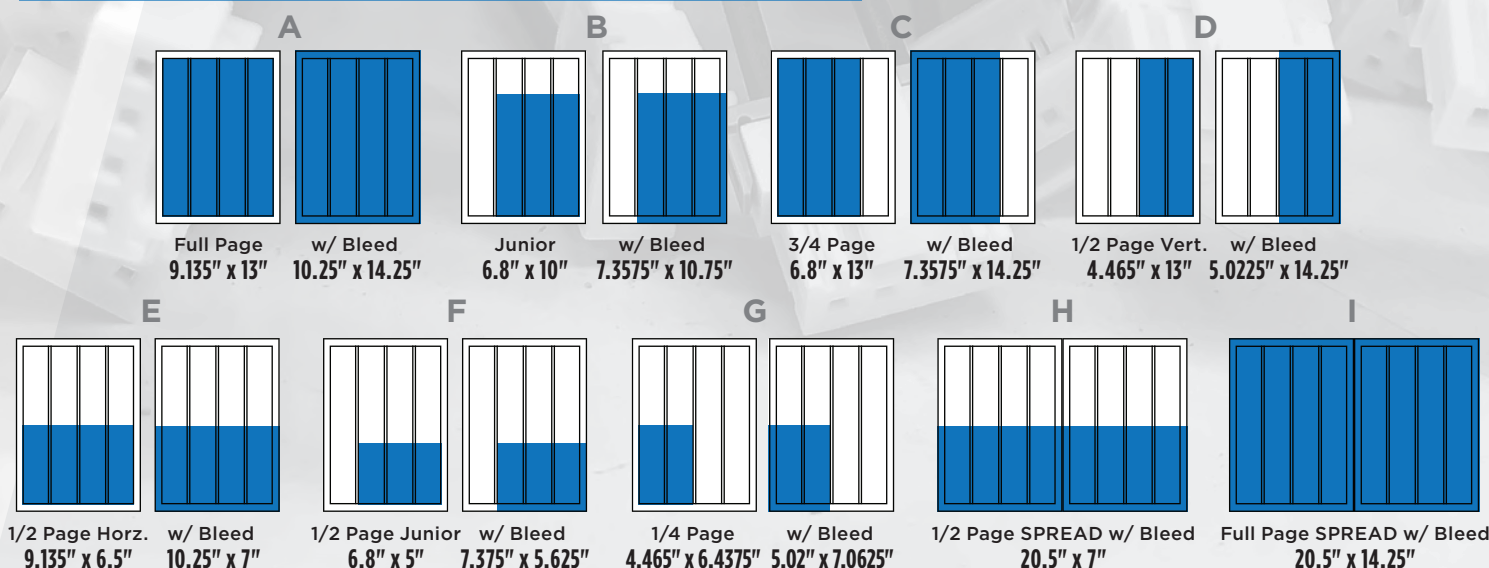
## WEBSITE ADVERTISING

Side Banner Ads 125 x 125 rotating gifs, \$600 for 6 months. Check for availability.

## INSERTS & EMAIL MARKETING

For more details or to get a quote, contact Joe for details at (407) 739-9811 or [Joe@wiringharnessnews.com](mailto:Joe@wiringharnessnews.com).

## AD SIZE REQUIREMENTS





ADVERTISING COMPANY:			
CONTACT NAME:		TITLE:	
STREET ADDRESS:			
CITY:		STATE:	COUNTRY:
PHONE:		EMAIL:	
SEND INVOICE TO: <input type="radio"/> AGENCY OR <input type="radio"/> ADVERTISER		AGENCY NAME OR CORPORATE MARKETING CONTACT:	
STREET ADDRESS:			
CITY:		STATE:	COUNTRY:
PHONE:		EMAIL:	

**WHN MAGAZINE AD****ISSUE(S)**

- ☐ FULL YEAR  
☐ JAN / FEB  
☐ MAR / APR  
☐ MAY / JUN  
☐ JUL / AUG  
☐ SEP / OCT  
☐ NOV / DEC

**AD SIZE**

- ☐ Full Page  
☐ Full Page w/ Bleed  
☐ Junior  
☐ Junior w/ Bleed  
☐ 3/4 Page  
☐ 3/4 Page w/ Bleed  
☐ 1/2 Page Vert.  
☐ 1/2 Page Vert. w/ Bleed
- ☐ 1/2 Page Horz.  
☐ 1/2 Page Horz. w/ Bleed  
☐ 1/2 Page Junior  
☐ 1/2 Page Junior w/ Bleed  
☐ 1/4 Page  
☐ 1/4 Page w/ Bleed  
☐ 1/2 Page SPREAD Horz. w/ Bleed  
☐ Full Page SPREAD Horz. w/ Bleed

SPECIAL INSTRUCTIONS:

**WEBSITE AD**

- ☐ Side Banner 125px x 125px \$600 / 6 months

**ARTWORK & BILLING**

Mail to: Wiring Harness News  
P.O. Box 669  
Schererville, IN 46375

Gross Cost per Issue  
Discount  
Online Advertising

Email to: [Jim@wiringharnessnews.com](mailto:Jim@wiringharnessnews.com)

Total Due

AUTHORIZED SIGNATURE:

DATE:

Wiring Harness News, reserves the right to reject advertisements which in its sole judgement it considers, in whole or in part, inappropriate or unprofessional. Terms are net 30. Accounts in arrears after due date will be turned over to an outside collection agency. Should this occur, subsequent terms are cash in advance, and cost of collection effort must be recovered by Wiring Harness News.

**PRINT**