

WHN

WIRING HARNESS NEWS

2024 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

2024 SUBMISSION DEADLINES

ISSUE	EDITORIAL / AD COMMITMENT DUE	MATERIALS / FILES DUE
<u>JAN</u> <u>FEB</u>	FRIDAY, DECEMBER 22, 2023	FRIDAY, DECEMBER 29, 2023
<u>MAR</u> <u>APR</u>	FRIDAY, FEBRUARY 9, 2024	FRIDAY, FEBRUARY 16, 2024
<u>MAY</u> <u>JUN</u>	FRIDAY, APRIL 5, 2024	FRIDAY, APRIL 12, 2024
<u>JUL</u> <u>AUG</u>	FRIDAY, JUNE 7, 2024	FRIDAY, JUNE 14, 2024
<u>SEP</u> <u>OCT</u>	FRIDAY, AUGUST 16, 2024	FRIDAY, AUGUST 23, 2024
<u>NOV</u> <u>DEC</u>	FRIDAY, OCTOBER 11, 2024	FRIDAY, OCTOBER 18, 2024

EDITORIAL CONTACT

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ADVERTISING CONTACT

Jim Brown
Sales Manager
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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 1/8" bleed (.125") allowance should be added to all four sides. Live matter should be kept a minimum of 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. 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.

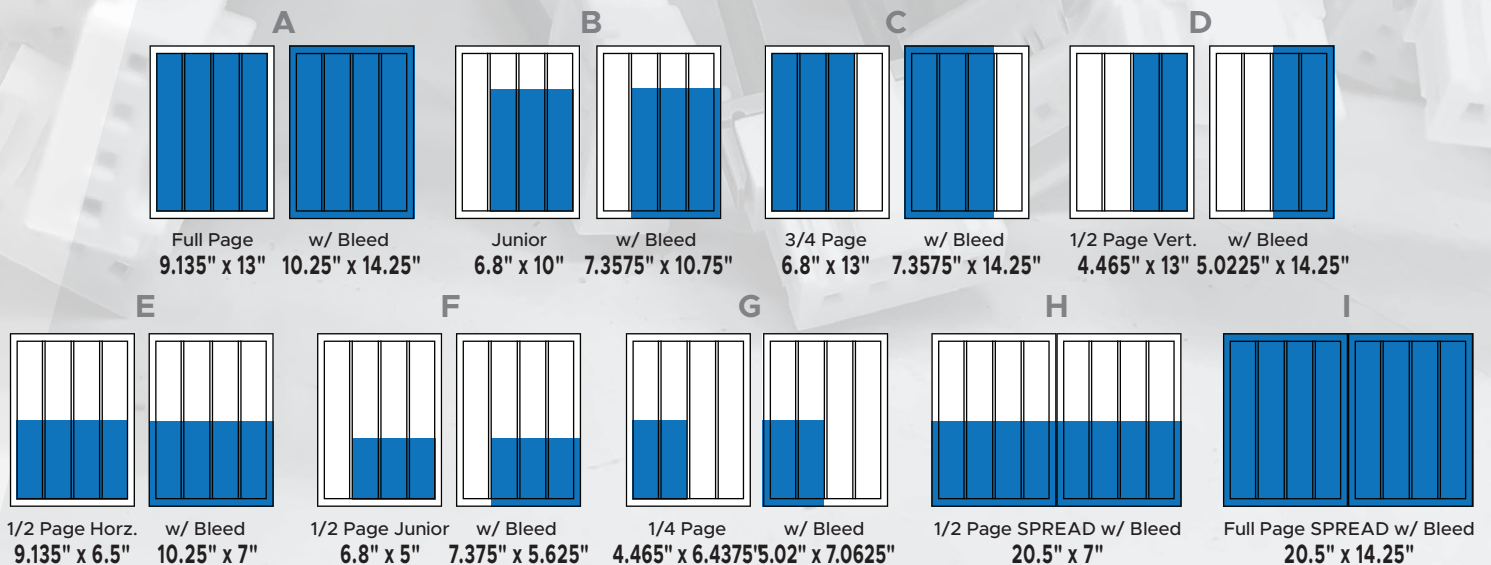
WEBSITE ADVERTISING

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.

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

Email to: Jim@wiringharnessnews.com

Gross Cost per Issue
Discount
Online Advertising

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. Invoice terms are NET 30. Please note, a 3.5% surcharge will be added to any payments made by credit card. Accounts that are more than 60 days past due will be suspended from Wiring Harness News's publications.

PRINT