

# Do You Reach the UV/EB Marketplace?

## **The *RadTech Report* is the ONLY Publication that Directly Targets the UV/EB Marketplace!**

The *RadTech Report* is the bimonthly international magazine published by RadTech International North America, the trade association for UV and EB technology. Its circulation base consists of paying members, subscribers and complimentary end-user subscriptions. We also offer an aggressive bonus distribution of issues that relate to industry trade shows where we exhibit. *RadTech Report* readers are the UV/EB industry's decision makers. Because of the diversity of the UV/EB-curing industry, the *RadTech Report* includes not only industry news and the latest information of technical advances, but also detailed case studies of end-use applications.

## **The UV/EB Industry**

Ultraviolet light (UV) and electron beam (EB) for curing and modifying materials have been used successfully and safely in many industries for several decades. The advantages in performance, productivity, cost and positive environmental impact have resulted in UV/EB's continued rapid growth.

Industries are discovering that UV/EB applications are very broad and limited only by one's imagination. Current applications include:

- Aerospace & Defense
- Automotive OEM & Tier Suppliers
- Automotive Repair & Refinish
- Building Products
- Coatings, Inks & Adhesives Development
- Commercial Printing
- Composites
- Converting & Product Packaging
- Digital Printing
- Electronics
- Emerging Markets
- Eyeglass Lenses
- Fiber Optics
- Industrial Manufacturing & Finishing
- Medical Device Manufacturing
- Plastics
- PSA, Laminating & Industrial Adhesives
- Stereolithography
- Textiles
- UV Powder Coatings
- Wood Products Finishing
- And Many More!

## **The *RadTech Report* Targets:**

- Coatings, Inks, Adhesives Formulators
- Equipment Suppliers
- End-Users of UV/EB Technology
- Raw Material Suppliers
- Government & Academia
- Service Providers



## **RadTech Report readers have the power to influence, recommend and make purchases!**

- 63% UV/EB-Curing Systems, Equipment
- 63% Laboratory Equipment, Supplies
- 62% Testing Equipment
- 61% UV/EB-Curable Inks, Coatings, Adhesives and Resins
- 56% Raw Chemicals
- 41% Consulting Services/Product Development
- 22% Consulting Services/Systems Implementation

## **Contact Information**

Advertising questions, insertion orders and ad materials should be directed to:

Mickey Fortune, RadTech International  
6935 Wisconsin Avenue - Suite 207  
Chevy Chase, MD 20815  
mickey@radtech.org, 240-497-1243, fax: 240-209-2337

# RadTech Report **2007 Calendar**

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## January/February

### Bonus Distribution

All major UV&EB industry events, uv.eb West 2007, RadTech Member Meetings

## Buyer's Guide Issue: Pilot Lines/Toll Coaters

Editorial Due: November 30, 2006  
Space Reservation Due: December 1, 2006  
Materials Due: December 8, 2006

## March/April

### Major Bonus Distribution

RadTech Member Meetings

## Packaging Issue

Editorial Due: January 8, 2007  
Space Reservation Due: January 19, 2007  
Materials Due: February 1, 2007

## May/June

### Bonus Distribution

RadTech Member Meetings

## University and Market Overview

Editorial Due: March 2, 2007  
Space Reservation Due: March 26, 2007  
Materials Due: April 2, 2007

## July/August

### Bonus Distribution

RadTech Member Meetings

## Manufacturing and Architecture

Editorial Due: May 1, 2007  
Space Reservation Due: May 29, 2007  
Materials Due: June 4, 2007

## September/October

### Bonus Distribution

RadTech Member Meetings

## Electronics

Editorial Due: July 9, 2007  
Space Reservation Due: July 30, 2007  
Materials Due: August 6, 2007

## November/December

### Bonus Distribution

RadTech Member Meetings

## Emerging Markets and Applications

Editorial Due: September 4, 2007  
Space Reservation Due: September 24, 2007  
Materials Due: October 1, 2007

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# RadTech Report 2007 **Advertising Rates**

## Black & White

	1x	3x	6x
	Member/non Member	Member/non Member	Member/non Member
<b>Full Page</b>	\$1,100 / \$2,000	\$900 / \$1,800	\$800 / \$1,600
<b>2/3 Page</b>	\$800 / \$1,500	\$700 / \$1,300	\$600 / \$1,150
<b>1/2 Page</b>	\$600 / \$1,000	\$500 / \$900	\$450 / \$800
<b>1/3 Page (sq/vert)</b>	\$500 / \$900	\$400 / \$850	\$350 / \$750
<b>1/6 page</b>	\$300 / \$500	\$250 / \$450	\$200 / \$400

## Color (additional charge to black & white rates)

	Member/non Member
<b>Standard or process second color</b>	\$300 / \$600
<b>Matched second color (PMS)</b>	\$500 / \$1,000
<b>Four-color process</b>	\$900 / \$1,800
<b>Bleed</b>	No Charge / No Charge

## Premium Positions (additional charge to black & white rates)

<b>Annual position contracts are on a first-come basis</b>	1x	3x	6x
	Member/non Member	Member/non Member	Member/non Member
<b>Back cover (UV varnished)</b>	\$975 / \$1,450	\$885 / \$1,320	\$800 / \$1,195
<b>Inside front or back cover</b>	\$955 / \$1,430	\$865 / \$1,295	\$750 / \$1,170

Note: To the above rates add appropriate color charges. Inside front and back covers require a full-page ad with at least a second color. Back cover requires a full-page, four-color ad.

Discounts: A discount of 15% on space, color and position is allowed if film or camera-ready artwork is provided, and if the invoice is paid within 30 days. *If an invoice is unpaid after 30 days, the discount is forfeited and the gross amount is due.*

**For additional information please contact:  
Mickey Fortune at [mickey@radtech.org](mailto:mickey@radtech.org) or 240-497-1243.**

# RadTech Report Advertiser Specifications

## Material Requirements

*RadTech Report* is printed using sheetfed offset lithography and is saddled-stitched. Advertising rates are for space costs only and are based upon timely receipt of camera-ready artwork. Typesetting, stripping, converting to negatives and proof charges will incur an appropriate production charge.

## Electronic Requirements

**Software capabilities** (Mac & PC): QuarkXPress, Pagemaker, Illustrator and Photoshop. Please be certain that all fonts and linked graphics are provided for all software native files supplied in the event that alterations need to be made.

**Media Capabilities:** CD, ZIP Disk (100MB/250MB)

**File Formats:** TIFF, EPS, Hi Resolution PDF files, software native files (Quark, Pagemaker, etc.)

**Photo file requirements:** TIFF or JPEG.

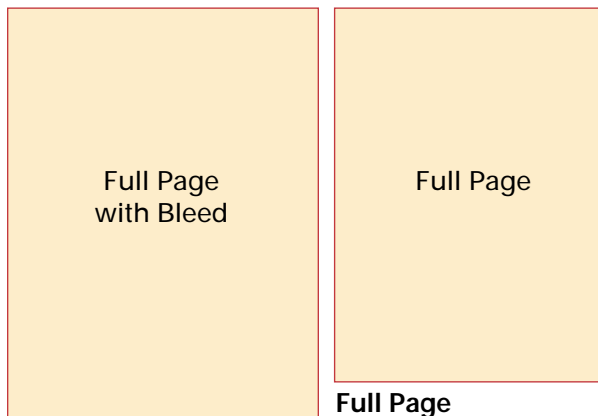
Color files as CMYK.

Resolution: 300 dpi at actual size in publication.

**Line Art (graphics) file requirements:** TIFF or EPS.

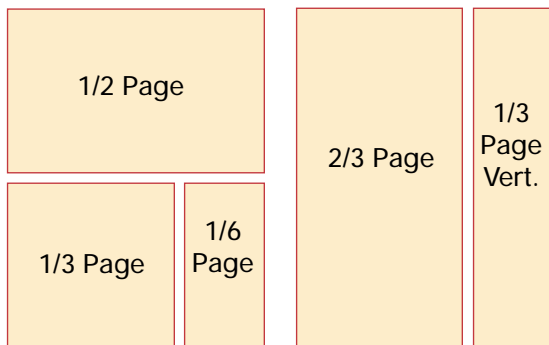
Resolution: TIFFs should be 1,200 dpi at actual size in publication.

## Ad Dimensions



**Bleed Page**  
8 3/8" x 11 1/8"

**Full Page**  
7" x 10"



**1/2 Page**  
6 7/8" x 4 1/2"

**1/3 Page**  
4 1/2" x 4 1/2"

**1/6 Page**  
2 1/8" x 4 1/2"

**Full Page Trim Size:**  
8 1/8" x 10 7/8"

**2/3 Page**  
4 1/2" x 9 1/4"

**1/3 Page Vertical**  
2 1/8" x 9 1/4"

## Mechanical Requirements

Materials should be furnished as follows:

- Right-reading film negatives (emulsion side down, base side up).
- All furnished film and artwork for the litho preparation must be accompanied by a layout, color key, blueprint or some form of proof. Also an ink swatch or Pantone Matching System (PMS) number with match colors runs must be furnished.
- Bleed allowance and trim safety of 1/4" minimum.

## Black-and-White Ads

133-line screen preferred, 100-line screen accepted.

## Four-Color Process Ads

- 150-line screen preferred. 133-line screen accepted.
- Materials must be accompanied by cromalin, color key, or an equivalent proof.

RadTech members receive huge discounts on advertising rates as well as other benefits.

To join RadTech, contact Mickey Fortune at 240-497-1243 or [mickey@radtech.org](mailto:mickey@radtech.org).

# RadTech Report **Insertion Order Form**

**Advertiser:** \_\_\_\_\_ **Frequency:** \_\_\_\_\_

**Address:** \_\_\_\_\_  
 \_\_\_\_\_

**E-mail:** \_\_\_\_\_

**Phone:** \_\_\_\_\_ **Fax:** \_\_\_\_\_

**Authorized Signature:** \_\_\_\_\_ **Date:** \_\_\_\_\_

**Print Name:** \_\_\_\_\_ **Title:** \_\_\_\_\_

## Advertising Schedule

YEAR	X		Size	Premium Position	B/W	2-color	4-color	Bleed	Rate
2007		Jan/ Feb							
2007		Mar/ Apr							
2007		May/ Jun							
2007		July/ Aug							
2007		Sept/ Oct							
2007		Nov/ Dec							

**Material Due:**  
**Ad Shape:**  
 Horizontal/Vertical

**Pick Up Info:**  
 Pub, Issue  
 Page No.

**Instructions:**

Bill Advertiser \_\_\_\_\_  
 Bill Agency \_\_\_\_\_

(Please see rate sheet.)

**Space Rate Total:** \_\_\_\_\_

**Ad Agency:** \_\_\_\_\_

**Address:** \_\_\_\_\_

**Contact:** \_\_\_\_\_ **Phone:** \_\_\_\_\_

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