



# Machinery Sales

Published Monthly Since 1986

## Display Advertising Rates Per Insertion (Color or Black & White)

	1x	3x	6x	9x	12x
<b>Full Page</b>	\$1610	\$1473	\$1394	\$1356	\$1315
<b>¾ Page</b>	\$1207	\$1105	\$1046	\$1017	\$987
<b>½ Page</b>	\$863	\$784	\$736	\$712	\$684
<b>⅓ Page</b>	\$636	\$578	\$552	\$528	\$500
<b>¼ Page</b>	\$463	\$405	\$368	\$352	\$336
<b>⅙ Page</b>	\$368	\$331	\$315	\$304	\$294
<b>⅛ Page</b>	\$278	\$221	\$200	\$189	\$183

## Reproduction Materials

We encourage you to take advantage of our **free graphic design service\*** for the creation of ads to run in our publication. Submit original photographs and a printout or fax of ad copy.

Ads may be submitted digitally. Do not include crop marks. PC files are preferred but Macintosh files are also accepted. The final file submitted must be an EPS or TIF file. If you are creating the ad on a PC, we can accept a tif file if you leave the type in layers & include the fonts with the ad. If you are creating the ad on a Mac, you will need to save the file as a Photoshop EPS. EPS files created in Adobe Illustrator, Corel Draw, or Macromedia Freehand must have fonts converted to outlines or curves. All digitally supplied ads must include: placed graphics and photos, printout of the media directory, color proof of the digital art file, phone number of contact person who is familiar with the digital file. All photos must be scanned 300 DPI and at least 100% of the printed size. Color photos must be saved in CMYK format.

Material on CD-Rom may be mailed to: **TMS Machinery Sales, P.O. Box 736, Talladega, AL 35161** or sent via **UPS or FedEx to 301 N. Johnson Ave. Talladega, AL 35160** or e-mail files to: [cherry@tmsco.com](mailto:cherry@tmsco.com).

\* No charge for graphic design up to **three (3) changes/proofs**. \$100 per change after 3<sup>rd</sup> proof.

## Bulletin Board Rates:

(per column inch)

**1x \$80, 3x \$65, 6x \$50**

## Prime Positions

	1x	3x	4x or more
<b>Front Cover</b>	\$2595	\$2289	—
<b>Back Cover</b>	\$2047	\$1889	\$1721
<b>Inside Front, Back or Page 3</b>	\$1926	\$1773	\$1626

All prime positions are non-cancellable.

Call for quotes or mechanical requirements for centerfolds and inserts.

Advertisers receive a FREE text link on the home page of our website, [www.tms-sales.com](http://www.tms-sales.com).

468 x 60 pixels

SAMPLE BANNER AD

Max. file size: 15K  
 File format: GIF

## Rotating Banner Ads

Banners will on the upper part of the web page. Frequency of banner appearance depends on number of banners running at any given time.

Banner ads are 468 x 60 pixels. The maximum file size is 15K and must be in GIF format.

Ad Page From Banner: \$250/month

Banner • Home Page Only: \$125/month

Find Equipment & All Categories: \$200/month



SAMPLE TILE AD  
 120 x 90 pixels

## Tile Ads

The maximum file size for tile ads is 15K and they must be in GIF format. Tile ads are 120 x 90 pixels.

### Monthly Rates

Home Page Only: \$100

Find Equipment & All Categories: \$175/month

## PLACING AN ORDER

Call: 800-766-6705 or 256-480-5100

Fax: 256-761-2579

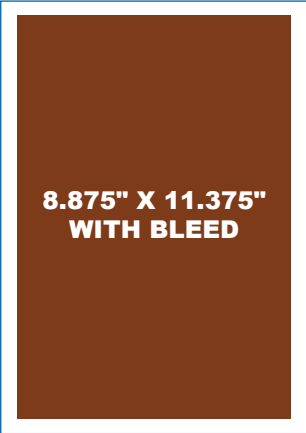
Banner & tile ads are sold in min. 3 month increments except auctions: 1 month min. at \$250

Graphic design of banner or tile ads: Single Frame—No Charge. Animated, Multi-Frame—Contact your sales representative.



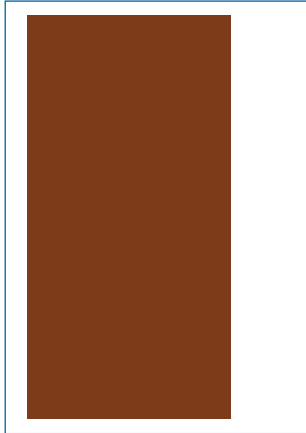
# Machinery Sales

Published Monthly Since 1986

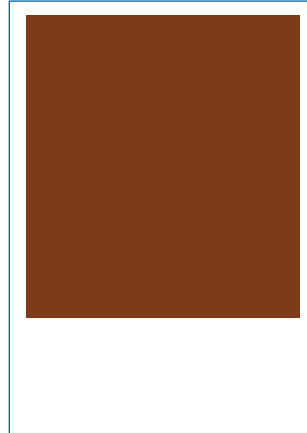


8.875" X 11.375"  
WITH BLEED

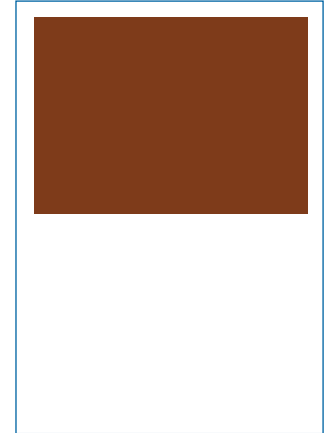
**Full Page**  
7.625" x 10.125"



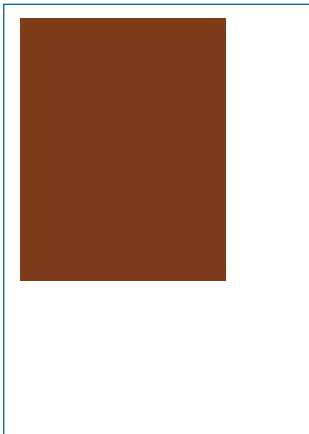
**3/4 Page Vertical**  
5.265" x 9.813"



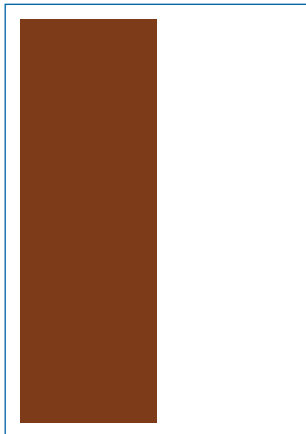
**3/4 Page Horizontal**  
7.625" x 6.5"



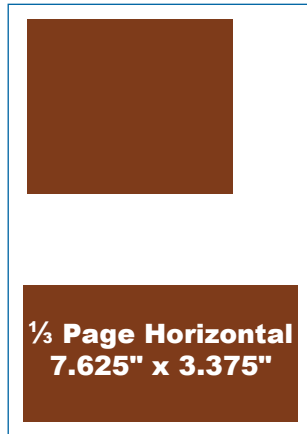
**1/2 Page Horizontal**  
7.625" x 4.875"



**1/2 Page Island**  
5.625" x 6.5"

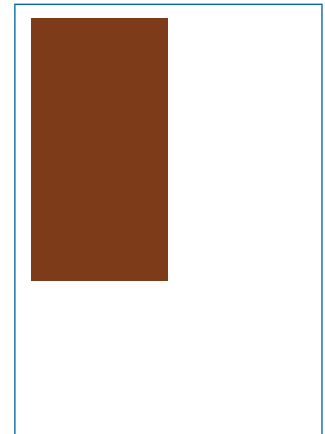


**1/2 Page Vertical**  
3.688" x 9.813"

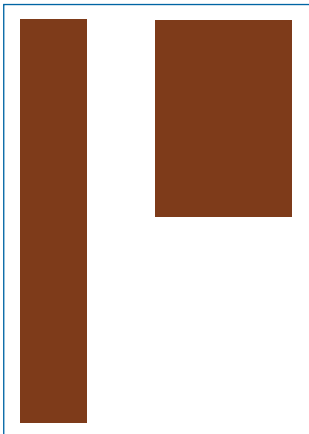


**1/3 Page Horizontal**  
7.625" x 3.375"

**1/3 Page Island**  
5.625" x 4.333"

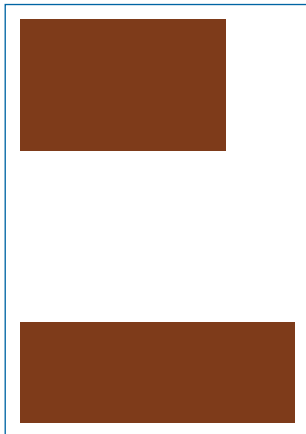


**1/3 Page Vertical**  
3.688" x 6.5"



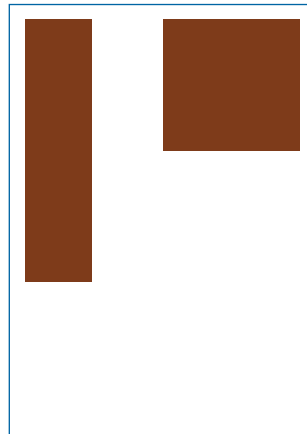
**1/4 Page Vertical**  
1.813" x 9.813"

**1/4 Page Island**  
3.688" x 4.875"



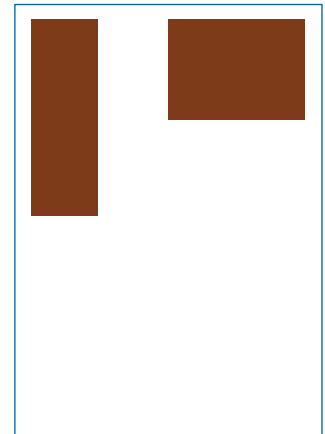
**1/4 Page Horizontal**  
5.625" x 3.25"

**1/4 Page Horizontal**  
7.625" x 2.5"



**1/6 Page Vertical**  
1.813" x 6.5"

**1/6 Page Horizontal**  
3.688" x 3.25"



**1/8 Page Vertical**  
1.813" x 4.875"

**1/8 Page Horizontal**  
3.688" x 2.5"

**Front Cover 7.625" x 8.75"**  
**Back Cover 7.625" x 8.5"**

**Pages are cropped to 8.375" x 10.875"**