

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

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2012  
Schedules  
Editorial Schedule  
Advertising Rate & Schedule

# Print Rates

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

Door & Window Manufacturer Magazine Print Ad Rates					
Four Color Rates	1x	3x	7x	13x	15x
2-Page Spread	\$7,530	\$6,950	\$6,665	\$6,080	\$5,795
1 Page	\$3,860	\$3,700	\$3,560	\$3,350	\$3,160
1/2 Page	\$3,810	\$3,625	\$3,510	\$3,300	\$3,100
1/4 Page	\$3,625	\$3,525	\$3,325	\$3,125	\$2,985
1/8 Page	\$3,160	\$3,010	\$2,830	\$2,610	\$2,500
1/16 Page	\$2,810	\$2,710	\$2,575	\$2,465	\$2,350
B&W or Standard 2-Color rates	1x	3x	6x	12x	15x
2-Page Spread	\$5,650	\$5,225	\$5,000	\$4,560	\$4,360
1 Page	\$2,895	\$2,775	\$2,675	\$2,525	\$2,375
1/2 Page	\$2,855	\$2,710	\$2,635	\$2,475	\$2,325
1/4 Page	\$2,725	\$2,645	\$2,495	\$2,345	\$2,165
1/8 Page	\$2,370	\$2,270	\$2,125	\$1,975	\$1,875
1/16 Page	\$2,110	\$2,035	\$1,935	\$1,850	\$1,760

—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

## Jan./Feb. 2012

### Editorial Focus

- Builders show preview
- Energy-Efficient Designs and Marketing

### Features

- Doors and door hardware

### Products

- Weatherstrip
- Sliding wall systems

### Advertising Bonus:

Guaranteed inclusion in IBS Preview or new products section

### Bonus Distribution:

IBS, AAMA Annual Meeting and WDMA Spring Meeting

### Deadlines

Editorial: December 23  
Ads: January 5

## March 2012

### Editorial Focus

- Fabrication and manufacturing equipment:
- Fensterbau preview
- Fenestration Day preview
- Computer software

### Special Section

- Moulding and Millwork Producers Association products
- Guide to MMPA member companies

### Products

- Fiberglass doors and windows

- Door and window coatings

### Advertising Bonus:

Guaranteed inclusion in the moulding section and Fenestration Day and Fensterbau preview; Access to mailing list (in accordance with DWM policies and procedures).

### Bonus Distribution:

Fenestration Day; Fensterbau and MMPA Winter Meeting.

### Deadlines

Editorial: January 30  
Ads: February 9

## April 2012

### Annual Buyer's Guide

### Advertising Bonus:

Free enhanced listing in the Buyer's Guide with logo (\$899 value)

### Bonus Distribution:

Various 2012 events.

### Deadlines

Editorial: Buyer's Guide info must be updated by February 27. Go to [www.dwmmag.com](http://www.dwmmag.com) and click on the Buyer's Guide for more information.  
Ads: March 8

## May 2012

### Editorial Focus

- Sixth annual guide to new products
- Windows and window hardware

### Features

- Decorative glass

### Products

- Door equipment
- Spacer systems
- Special Section: AMD products
- Moulding and Millwork

### Advertising Bonus:

Guaranteed inclusion in the New Products Guide and AMD section.

### Bonus Distribution:

Various 2012 events.

### Deadlines

Editorial: April 2  
Ads: April 12

## June 2012

### Editorial Focus

- Machinery and equipment
- Gas filling

### Features

- Best showrooms
- Patio doors and hardware
- Material handling, storage and transportation

### Products

- Sealants and adhesives
- Display products

### Advertising Bonus:

Free rotating ad for one week on website

### Bonus Distribution:

AAMA summer meeting

### Deadlines

Editorial: April 30  
Ads: May 10

## July/August 2012

### Editorial Focus

- Impact-Resistant Glazing

### Features

- Wood products
- Doors—with a special focus on fiberglass
- Machinery and equipment

### Products

- Glass
- Lumber and engineered wood products

### Advertising Bonus:

Free rotating ad for one week on e-green specialty page.

### Bonus Distribution:

IWF in Atlanta.

### Deadlines

Editorial: June 25  
Ads: July 5

## September 2012

### Editorial Focus

- GlassBuild America preview
- Moulding and millwork

### Features

- Insulating glass and equipment
- Glass and glazing
- Aluminum products

### Products

- Patio doors
- Flashing

### Advertising Bonus:

Guaranteed inclusion in the GBA preview

### Bonus Distribution:

glasstec in Germany  
GBA in Las Vegas

### Deadlines

Editorial: July 30  
Ads: August 9

## October 2012

### Editorial Focus

- Green award winners
- Moulding and Millwork

### Features

- AMD show preview
- Win-door show preview

### Products

- Door products
- Vinyl extrusions

### Advertising Bonus:

Guaranteed inclusion in the Win-door and/or AMD previews.



### Bonus Distribution:

Win-Door, AMD and Greenbuild

### Deadlines

Editorial: August 27  
Ads: September 6

## Nov./Dec. 2012

### Editorial Focus

- 2013 Forecast
- Industry benchmark survey

### Features

- Top Dealers

### Products

- Pre-hanging equipment
- Decorative glass

### Advertising Bonus:

Free copy of full results of the Benchmark Survey.

### Bonus Distribution:

2013 events

### Deadlines

Editorial: October 29  
Ads: November 8

## General Information

Bleeds & Spreads: Keep live matter  $\frac{3}{8}$ " inch from trim, head, foot and binding edge. Keep crop marks outside of the live area. All measurements in inches.

Media: Positive print copy and SWOP color keys are recommended with four color ads. PC PDF files are preferred. Mac can be accepted but conversion charges may apply. CDs with fonts and art (as .tifs) provided. (Note: Publisher does not accept .jpeg, .tiff, Microsoft Word or Microsoft Publisher files.)

- Full-page bleeds  $\frac{1}{4}$ "
- Plate size  $8\frac{1}{2} \times 11$
- Trim size  $8 \times 10\frac{1}{4}$

$\frac{1}{4}$  Square

$3\frac{3}{8}$   
x  
 $4\frac{7}{8}$

$\frac{1}{4}$  Square

$4\frac{3}{8} \times 4\frac{3}{8}$

$2\frac{3}{16}$   
x  
10

$\frac{1}{4}$  Vertical

$4\frac{1}{4} \times 7\frac{1}{2}$

Island

Half Horiz.

7 x  $4\frac{7}{8}$

$3\frac{3}{8}$   
x  
10

$\frac{1}{4}$  Vertical

$\frac{2}{3}$  Vertical  
 $4\frac{5}{8} \times 10$

Full Page  
 $8\frac{3}{4} \times 11$   
w/bleed

2-Page  
Spread

$16\frac{1}{4} \times 11$   
w/bleed

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

2012

calendar



incorporating  
**Shelter**  
Construction and Home Building Products For DDI

Editorial Schedule