

2027 SPECIAL ISSUES

May:

2027 SUPPLIER PROSPECTUS

This stand-alone piece, mailed with the May issue of *Modern*



Casting, is your opportunity to tell customers and prospects about your background, experience, people, and productivity. Two-page spreads available within this issue promoting your company: profile and full-page facing advertisement.

DEADLINE: APRIL 9, 2027

\$4,600 — Two full-pages

(bio + ad)

\$3,100 — One full-page bio

September:

2027 METALCASTING EQUIPMENT / SUPPLIES / SERVICES

A product-driven publication focusing on the latest



technologies in metalcasting and delivered with the September issue of *Modern Casting*. This is a once-per-year opportunity to compose your own product write-up within an affordable ¼-page "Action Ad" format.

DEADLINE: AUGUST 13, 2027

\$1,500 — One ¼-page Action Ad

\$1,250 — Two or more ¼-page Action Ads

PRINT DISPLAY ADVERTISING

DISPLAY AD RATES (BLACK AND WHITE)

	18x	12x	6x	3x	1x
Full-page*	\$5,570	\$5,695	\$6,155	\$6,355	\$6,550
1/2 Island	\$3,870	\$4,100	\$4,280	\$4,420	\$4,555
1/2 Page	\$3,610	\$3,815	\$3,985	\$4,120	\$4,245
1/3 Page	\$3,025	\$3,205	\$3,350	\$3,460	\$3,560
1/4 page	\$2,246	\$2,375	\$2,480	\$2,560	\$2,635
1/6 Page	\$1,875	\$1,990	\$2,080	\$2,145	\$2,210

COVER RATES

Inside Front Cover	Earned Rate +15%
Inside Back Cover	Earned Rate +10%
Back Cover	Earned Rate +20%

Color Rates (per insertion)

4-Color Process	\$985
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ASK YOUR REPRESENTATIVE
ABOUT AVAILABILITY.



January:

2028 INDUSTRY CALENDAR POSTER

Mailed with the January 2027 issue, this poster calendar includes important industry events readers won't want to miss. It is sized perfectly for easy reference on the office wall.

DEADLINE: NOVEMBER 5, 2026

\$2,750 — One ad space

\$5,500 — Two ad spaces

LIMITED ADVERTISING SPOTS
AVAILABLE ON THE CALENDAR.

Full-Page Bleed

8.125" x 11.125"

*[trim size =
7.875" x 10.875"]

PRINT SPECIFICATIONS

Resolution: 300 DPI — PDF/X-1a files only

Bleed size: [8.125" x 11.125"] *All full-page PDFs must be bleed size. Please do not include crop marks.

Trim size: [7.875" x 10.875"] Text, logos, and graphics must be inset at least 0.5" from trim on all sides.

Special instructions: All art elements in your ad must be CMYK and your ad must be a PDF/X-1a file.

2/3 Page
4.5" x 10"

1/2 Island
4.5" x 7.375"

1/2 Horizontal
7" x 4.875"

1/2 Vertical
3.375" x 10"

1/3 Vertical
2.125" x 10"

1/3 Square
4.5" x 4.875"

1/4 Square
3.375" x 4.875"

1/4 Horizontal
7" x 2.375"

1/6 Page
2.125" x 4.875"

Single Adlet
2" x 1.5"

Double Adlet
2" x 3"