

Since 1977
Machine Tools West has been
providing western buyers of
Metalworking equipment
and related products the
best source to find these
products.

Machine Tools West provides
low cost advertising to a
targeted audience of around
22,500

We mail to our entire
list EVERY issue.

A limited number of gloss
pages are available each
month for 4/color ads.

**Reserve your
spot today
Please call
Arnold Publications
(714) 840-1300**

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NOTE:
Send all air-expressed deliveries to:

MACHINE TOOLS WEST
16835 Algonquin St # 158
Huntington Beach, Ca 92649

*If you are looking to reach
qualified prospects on the
west coast, look no further
than **Machine Tools West**.
Along with **CNC-West** our
mailing list puts you in touch
with over 25,000 potential
buyers of metalworking
equipment and related
equipment and accessories.*

An Arnold Publication



Machine Tools West

Serving West Coast Metalworking
Manufacturers Since 1977

**ONLY THE SUN COVERS THE
WEST BETTER
THAN WE DO**

Rate Card

16835 Algonquin St # 158
Huntington Beach, CA 92649

Telephone: (714) 840-1300

FAX: (714) 840-5555

Email

Production: larnold@cnc-west.com

Sales: sarnold@cnc-west.com

GENERAL INFORMATION

A regional industrial publication serving the Western States manufacturing managers, owners and engineers from one employee to those larger plants of 5000 or more. Its editorials feature news on local distributors, manufacturers, machine shops, tooling, programming, robotics and shop operations, training personnel, financing of new equipment, cutting tools and all related manufacturing requirements. Main coverage extends to all California, Washington, Oregon, Nevada, Arizona, Utah, Idaho and Colorado. Readership extends to all 50 states.

DELIVERY LIABILITY:

Publisher is not liable for delays in delivery or for non-delivery in the event of Act of God, action by any governmental or quasi-governmental agency, insurrection, embargo, fire, flood, riot, explosion, strikes whether legal or illegal, labor or material shortage, transportation interruption of any kind, work slow-down, or any circumstance beyond control of publisher affecting production or delivery in any manner.

COPY AND CONTRACT REGULATIONS:

All copy subject to the approval of the publisher. Thirty days written notice on cancellation of contract schedules is required. An advertiser who does not complete a committed schedule will be subject to short rate.

PUBLISHER'S PROTECTIVE CLAUSES:

Advertisers and advertising agencies assume liability for all content (including text, representation and illustrations) of advertisements printed and also assume responsibility for any claims arising therefrom against the publisher. The publisher reserves the right to reject any advertising which he feels is not in keeping with the publication's standards. Any deliberate attempt to simulate the publication's format is not permitted, and the publisher reserves the right to place the word "advertisement" with copy which in the publisher's opinion resembles editorial matter.

Advertising Rates

Black & White Rates

	1X	3X	6X	9X	12X
One Page	550	510	460	410	360
Isle 1/2 Pg.	450	410	350	310	270
1/2 Page	390	360	310	260	225
1/4 Page	225	210	190	175	150
1/6 Page	150	130	120	100	80
Bus Card	110	95	75	65	50

***Machine Shop Directory
& Banner ads***
Call 714-840-1300

COLOR Charges

2nd Color — **Magenta** or **Cyan** add \$50 to B/W Price. 6X or more frequency receives a 2nd color free.

4/Color — Add \$300 to B/W Price

Combination Rates

Machine Tools West advertisers can combine frequency with CNC-West to achieve even lower frequency rates.

AGENCY COMMISSION

A commission of 15% is allowed on new business only originated by recognized Advertising Agencies of record provided invoices are paid within 60 days of invoice date. All copy submitted by agencies should be "Camera Ready," otherwise agency will be billed at prevailing rates.

MECHANICAL REQUIREMENTS:

Full Page 7" x 9-1/2"
 1/2 Page (Island) 4-9/16" x 7-1/4"
 1/2 Page (Vertical) 3-3/8" x 9-1/2"
 1/2 Page (Horizontal) 7" x 4-3/4"
 1/4 Page 3-1/4" x 4-3/4"
 1/6 page 3-1/4" x 3-1/4"
 Business Card 3-1/4" x 2-1/4"

TRIM SIZE — 8 " x 10 1/4"

All photos must be in a **TIFF** format **Grayscale** or **CMYK** only no RGB files.

Please email PDF File to Larnold@cnc-west.com

***Bringing Western
Buyers and
Sellers of
Metalworking
Equipment And Ac-
cessories Together
Since 1977***