

Cutting Edge Products™

'New Product Handbook' Issue for the National Hardware Show

If you're looking for a cost-effective way to showcase your products at the National Hardware Show, *Cutting Edge Products* is the perfect solution!

A two-page spread in *Cutting Edge Products* highlights your products' features and benefits, and lets retailers know where and how to purchase them.

Cutting Edge Products will be delivered to everyone prior to the National Hardware Show, which will be held May 11–13, 2021 in Las Vegas. This issue will have a shelf life of one year and will be used as reference by the different product categories.

Cutting Edge Products will reach all of the co-ops prior to them leaving for the Show. This includes Ace Hardware, True Value, Do It Best and Orgill dealers. An issue between the spring and fall markets will keep your message in front of the dealers.

BENEFITS

At only \$2,350 for a two-page spread, you can increase booth traffic, offer your SPIFF to retailers and build your brand. To make it easier for retailers, this issue will be laid out by product category. You supply ad material. **Bonus:** We will add two product releases for each spread.

EDITORIAL SPONSORSHIPS AVAILABLE
for Impulse, Farm & Ranch, Pet sections

RATES

Ad Type	Rate
Two-Page Spread	\$2,350
Front Cover	\$5,000
Cover #2	\$3,000
Cover #3	\$2,500
Back Cover #4	\$4,000



FREE READER SERVICE

Cutting Edge Products is the only publication in the trade that has an inquiry card, so you can measure your ROI. We put an inquiry number on each ad, as well as the FREE 4/C product releases that we offer.

SPECIAL: MADE IN AMERICA

If your product is made in the United States, you can run within this special section. Awareness of these products will drive consumers to re-evaluate their purchasing decisions. According to a recent survey, 50% of consumers were making greater efforts to buy products that are "Made in America." Tell your story to these dealers.

CLOSING DATE

This special edition has the following closing date:

Issue	Closing Date	Ad Materials Due
May 2021	March 19, 2021	March 25, 2021

PRINT MEDIA SPECIFICATIONS

Bleed Sizes

Two-Page Spread

Bleed: 16.25 x 11"

Trim: 16 x 10.75"

Live Safety Area: 15.5 x 10.25"

Full Page

Bleed: 8.25 x 11"

Trim: 8 x 10.75"

Live Safety Area: 7.5 x 10.25"

Additional Opportunities

- When you purchase an ad in *Cutting Edge Products*, your ad is also in our Digital Edition, going to 53,000 dealers at no charge.
- Buy *Digital Issue Sponsor of the Month* by having a full-page ad opposite the front cover. Cost \$1,300. (Digital issue only.)
- Category Sponsorship* – Show retailers that you support your category. Receive an editorial page opposite your full-page ad.
- Sponsorship Categories: "Made in America", Impulse, Farm & Ranch, Pets, etc.
Combo buy with our print and digital newsletter, *HomeImprovementRetailer.com*.
- Buy all three issues and receive an additional full-page full-color ad at no cost in any issue of your choice.

Preferred format—Hi-res (300 dpi) PDF file format

PDF Files

Advertising materials may be submitted as PDF (PDF X-1a) files. All files need to follow all previous guidelines.

- Supply single-page files only.
- All fonts must be properly embedded.
Do not "menu-style" fonts.
- All images must be CMYK. Never use RGB, lab color or ICC based colors. Do not save using JPEG compression.
- All component files and resources (linked EPS and TIFF images) must be embedded. Embedded raster files must be in composite.

Printing Specifications

Body and covers are printed web offset. Line screen is 133. Total dot density should not exceed 300% in four colors. Two-color dot density should not exceed 180%, with one color solid. SWOP standards apply.

PLEASE NOTE

Any other digital format must be submitted as a hi-res PDF file. Any ads submitted in other digital formats may be charged additionally to convert to acceptable formats. Please call for details before submitting materials.

Advertising Rates**

Number of issues	1x	2x
Two Page Spread	\$9,500	\$8,000
Full Page	\$5,200	\$4,200
Half Page	\$3,200	\$2,950
Quarter Page	\$2,100	\$1,600

**To pay with credit card, a 3% processing fee applies.

Ad Insertions and Banner Ads

For banner ads, approximately ten strip ads at bottom of the page. Price: \$5,000. Call for quotes on insertions.

Product Knowledge

Two-page insert; display ad on one side, product knowledge story on opposite side. Price \$6,500.

CUTTINGEDGE

PRODUCTS™

Send All Advertising Materials to

Jane Pothlanski
800-547-7377 x8507

Files 20MB or smaller can be emailed to
jpothlanski@endeavorb2b.com

Files larger than 20MB should be sent via
WeTransfer:

- Go to wetransfer.com
- Agree to Terms and Conditions
- Click "+ Add files"
- Enter the email address
jpothlanski@endeavorb2b.com
- Enter your email address
- In the 'Message' field enter your company name and "Cutting Edge"
- Click "Transfer"
- Wait for "Transfer complete" to show on the screen before exiting browser
- You will receive an email that the file was successfully sent

In no case will *Cutting Edge Products* assume responsibility for incorrect or poorly printed ads that result from digital ad files that are incorrectly submitted or that do not meet specifications.

Cutting Edge Products magazine prints twice per year with the following closing dates:

Issue	Closing Date	Ad Materials Due
Spring '21	Dec. 18, 2020	Dec. 21, 2020
Fall '21	July 12, 2021	July 16, 2021

CONTACT YOUR REGIONAL SALES MANAGER TODAY!

MIDWEST & GREAT LAKES

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