

Cutting Edge Products™

Cutting Edge Products will be sent to more than 14,000 Ace Hardware, True Value, Orgill and Do it Best dealers prior to the markets, as well as 53,000 digital copies, so attendees can read the issue before leaving for the shows.

2021 SPRING MARKETS	2021 FALL MARKETS
True Value Feb. 19–21, Orlando	True Value To Be Announced
Orgill Feb. 25–27, Orlando	Orgill To Be Announced
Ace March 11–13, Dallas	Ace To Be Announced
Do it Best May 14–17, Indianapolis	Do it Best To Be Announced
2021 National Hardware Show May 11–13, Las Vegas	

Programs for Spring and Fall Market Issues

Buy a full page in the Spring and Fall Market Issues at your earned rate and a two-page spread in the May New Product Handbook issue for \$2,350 – you may add an additional one-page 4/c ad in the issue of your choice at no charge.

Covers 2, 3 and 4 available on a first-come, first-served basis.

Buy a one-page 4/c ad and receive two 4/c product releases at no charge in each issue that you purchase.

Add your vendor numbers in your ads for easy ordering.

Opportunities to do a feature editorial on product category or corporate profile on companies. Ask the publisher for details.



If you exhibit at a show, an ad in *Cutting Edge Products* can:

- Increase booth traffic
- Offer your SPIFF to retailers who will or will not be attending the markets
- Put your vendor number in your ad for easy ordering

Whether or not major distributors stock your products, this publication gives you the opportunity to reach out to retailers looking for the latest innovations. Even if you are in a co-op or distributor warehouse, you can't just let your products sit there. Use Cutting Edge Products to create awareness and excitement at the retail level.

Additional Opportunities

- False cover positions
- Belly bands
- Split covers
- Front cover PR showing reference of ad inside issue (on a limited basis)
- Poly-bag your catalog/insert in any of our three issues. May do a separate insert for each of the co-ops or insert for all three. Ask for pricing.

CONTINUED ON BACK

View past issues at cuttingedgeproducts.org

PRINT MEDIA SPECIFICATIONS

Trim Size: 8" x 10.75"

Non-Bleed Sizes		
Ad Size	Width	Height
Half page (Horizontal)	7"	4.875"
Half page (Vertical)	3.375"	10"
Quarter page	3.375"	4.875"

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"

Half Page Horizontal Bleed

Bleed: 8.25 x 5.5"

Trim: 8 x 5.375"

Live Safety Area: 7.5 x 4.875"

Half Page Horizontal Bleed Spread

Bleed: 16.25 x 5.5"

Trim: 16 x 5.375"

Live Safety Area: 15.5 x 4.875"

Additional Opportunities

- When you purchase an ad in *Cutting Edge Products*, your ad is also in our Digital Edition, going to 25,000 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.

Send All Advertising Materials to

Jane Pothlanski (note new email address below)
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.

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.

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

New! Digital Homepage Ads

Expand your advertising reach with a digital program! 25,000 digital issues go out three times each quarter.

New! Issue Sponsor Ad

Become Cutting Edge Products' digital issue sponsor of the month by having your ad opposite the front cover. Per issue \$1,300. Must be a full-page advertiser for this special add-on feature.

CONTACT YOUR REGIONAL SALES MANAGER TODAY!

MIDWEST & GREAT LAKES

Tony Sarantakis

847-934-9515 | tonytakis@aol.com

NORTH & SOUTHEAST

Robin Daugherty

773-569-1360 | daugherty_robin@yahoo.com

WEST COAST

Kristy Dziukala

815-353-9493 | kristydziukala@gmail.com

NORTH & SOUTHEAST

Leonard Munson

773-308-6030 | munson.leonard@yahoo.com