

Advertising Rates & Mechanicals

	1X	3X	6X	12X	18X	24X
FULL PAGE	\$16,950	\$15,520	\$14,300	\$13,440	\$13,040	\$12,585
JUNIOR PAGE	\$14,545	\$13,205	\$12,105	\$11,345	\$11,155	\$10,710
HALF PAGE	\$12,840	\$11,760	\$10,720	\$10,110	\$9,820	\$9,445
1/3 PAGE VERTICAL OR ISLAND	\$10,230	\$9,815	\$8,630	\$8,050	\$7,855	\$7,560

Combination rates available with *Public CIO and Emergency Management*. All rates gross.
Above rates are black and white only.

Commissions & Discounts

- ✓ Rates based on number of insertions used within 12 months of first insertion.
- ✓ Agency commission is 15% of gross to recognized agencies only.
- ✓ 1½% interest charge levied for each day of nonpayment beyond net 30 days from invoice.
- ✓ Agency commission not allowed if payment is more than 90 days after date of invoice.
- ✓ Advertisers and advertising agencies assume liability for contents of all advertisements printed and any claims arriving therefrom against the Publisher.
- ✓ All advertisements must be clearly identified with the trademark and/or signature of the advertiser.
- ✓ The word "advertisement" shall be printed prominently on advertisements that, in the opinion of the Publisher, might be confused with editorial pages.
- ✓ Publisher reserves the right to reject any advertisement not considered suitable for publication.
- ✓ Production charges are not commissionable.

FULL PAGE
Trim:
9" W X 10.75" H
Live/Image:
8 ¼" W X 10" H
Bleed:
9 ¼" W X 11" H

1/3 ISLAND
Live/Image:
5" W X 5" H
Bleed:
6" W X 5 ½" H

HALF PAGE HORIZONTAL
Live/Image:
8 ½" W X 5" H
Bleed:
9 ¼" W X 5 ½" H

1/3 PAGE VERTICAL
Live/Image:
2 ½" W X 10" H
Bleed:
3 ¼" W X 11" H

JUNIOR PAGE
Live/Image:
5" W X 10" H
Bleed:
6" W X 11" H

Color Rates

FOUR-COLOR (PER PAGE OR PORTION)	\$2,840
FOUR-COLOR SPREAD	\$4,055
CUSTOM PMS COLOR	\$2,465

Special Positioning (includes four-color process)

	OPEN	2X	4X	6X
BACK COVER	\$24,990	\$24,215	\$22,940	\$21,660
INSIDE FRONT	\$23,750	\$22,530	\$21,375	\$20,185
INSIDE BACK	\$23,350	\$22,650	\$21,065	\$19,900

Any other special position earned rate plus 15%. No advertising accepted on front page.

Files & Formats

For optimum reproduction, please adhere to the following material specifications:

- ✓ PDF/X-1a preferred, or high-resolution PDF files (press option)

NOTE: On original application files, when saving the PDF/x-1a, adhere to the following:

- ✓ High-resolution images only, must be in place.
- ✓ Use stylized fonts. Do not apply style attributes to basic fonts.
- ✓ Include all fonts (do not use Truetype), images/scans, logos/artwork.
- ✓ On 4/C ads, Pantone colors must be in CMYK mode.
- ✓ Keep all crop marks 1/4" outside of the magazine's trim size.
- ✓ SWOP standard proofs are recommended.
- ✓ Bleed – allow 1/8" bleed on all four sides (Spread/Full Page Ads only).
- ✓ Bleed – add 1/2" bleed on all four sides (Partial Page Ads only).
- ✓ Safety – allow 1/2" safety in gutter for text (Spread Ads).
- ✓ Partial page ads not furnishing their own borders may be provided one.

DIGITAL FILES ARRIVING WITHOUT HARDCOPY COLOR PROOFS CANNOT BE PROCESSED.

Contact

Please send materials to:

Joel Heart – Production Manager
Government Technology magazine
 100 Blue Ravine Road
 Folsom, CA 95630-4703

Address all questions concerning material extensions, inserts, material specifications and shipping to:

Joel Heart – Production Manager
 jheart@govtech.com
 Phone 916.932.1456
 Fax 916.932.1470

SPREAD
Trim:
 18" W X 10 3/4" H
Live/Image:
 17 1/4" W X 10" H
Bleed:
 18 1/4" W X 11" H

HALF PAGE SPREAD
Live/Image:
 17 1/4" W X 5" H
Bleed:
 18 1/4" W X 5 1/2" H