

Advertising Rates & Mechanicals

	1X	3X	6X	12X	18X	24X
FULL PAGE	\$16,845	\$15,070	\$13,895	\$13,050	\$12,660	\$12,220
JUNIOR PAGE	\$14,400	\$12,820	\$11,750	\$11,015	\$10,830	\$10,400
HALF PAGE	\$12,710	\$11,420	\$10,410	\$9,815	\$9,535	\$9,170
1/3 PAGE VERTICAL OR ISLAND	\$10,130	\$9,530	\$8,380	\$7,815	\$7,630	\$7,340

Combination rates available with *Public CIO*, *Emergency Management* and *Texas Technology*. All rates gross.

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.
- ✓ 1 1/2% 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 1/4" W X 10" H
Bleed:
 9 1/4" W X 11" H

1/3 Island
Live/Image:
 5" W X 5" H
Bleed:
 6" W X 5 1/2" H

Half Page Horizontal
Live/Image:
 8 1/2" W X 5" H
Bleed:
 9 1/4" W X 5 1/2" H

1/3 Page Vertical
Live/Image:
 2 1/2" W X 10" H
Bleed:
 3 1/4" W X 11" H

Junior Page
Live/Image:
 5" W X 10" H
Bleed:
 6" W X 11" H

Special Positioning (includes four-color process)

	OPEN	2X	4X	6X
BACK COVER	\$24,690	\$23,510	\$22,270	\$21,030
INSIDE FRONT	\$23,060	\$21,875	\$20,755	\$19,600
INSIDE BACK	\$22,670	\$21,990	\$20,445	\$19,320

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.

Color Rates

(in addition to standard rates)

FOUR-COLOR (PER PAGE OR PORTION)	\$2,755
FOUR-COLOR SPREAD	\$3,940
CUSTOM PMS COLOR	\$2,395

Production 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