



Custom Publications

Strengthen Your Audience Connection

More and more companies are taking advantage of increased technology spending. With more and more competitive messaging saturating the market, how do you rise above the noise? How do you quickly convince the Texas public sector that you can solve their immediate business challenges?

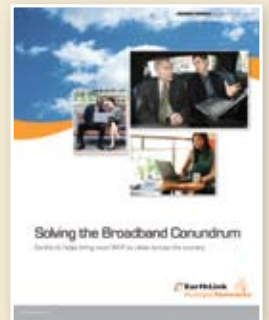
Texas Technology's custom publications are guaranteed to capture the attention of the most qualified buyers actively looking to capitalize on the real-world accomplishments of their peers. With a combination of our editorial expertise and your marketing objectives, our content experts will craft a persuasive message to ensure your message fulfills the information needs of this unique audience.

- ★ Establish credibility in the magazine supported by Texas leadership.
- ★ Educate prospects on how your solutions address their business challenges.
- ★ Influence decision-makers with proven success stories.

100% Turnkey Approach

From case studies to corporate catalogs, our seasoned team has resulted in an impressive client base and return customers — HP, CA and ESRI to name a few. Count on our full-time staff of custom publishing editors, designers and project managers for a 100% turnkey process:

- ★ Project Management
- ★ Interviewing/Writing/Research
- ★ Design/Printing/Distribution
- ★ Government Consent and Release Forms



INDUSTRY PROFILES

Solidify Your Leadership Position

Industry Profiles give you a high-impact collateral piece to educate your best prospects on your unique value proposition, how your solutions solve their pressing needs and how you have the proven track record in the industry.

Written in 8-48 page formats, an Industry Profile communicates your in-depth story through real-world case studies of successful implementations and partnerships, an overview of your innovative solutions and how your commitment to Texas public sector makes you the choice over the competition.

2008 Rates

6 pages	\$44,495
8 pages	\$50,365
12 pages	\$58,770
16 pages	\$65,300

Prices are net. Prices include overruns.

Bargain Buys

8 and 16 page inserts are bargain buys. An 8 page Industry Profile costs only 10% more than a 6 page insert. And you can get 16 pages for only 10% more than the cost of a 12 page insert.

SOLUTION SPOTLIGHTS

Showcase Your Successes

Solution Spotlights are the perfect venue to feature a single solution or go-to-market on a new product. They engage this influential buying community through powerful customer testimonials of successful implementations by their peers.

Ranging in length from 2 to 4 pages, Solution Spotlights are intended to be a quick, hard-hitting piece that immediately attracts the attention of your Texas prospect with a compelling argument and high-quality design.

2008 Rates

2 pages	\$18,285
4 pages	\$30,100

Prices are net. Prices include overruns.

Distribution

Your customized collateral can be inserted into *Texas Technology* and distributed to over 25,000* Texas decision-makers across the state, local and education markets. The purchase price also includes overruns to empower your sales and marketing teams at tradeshows, in sales meetings, in press outreach and direct mail campaigns.

**Source: July 2007 Publisher's Sworn Statement*

What Format is Right for You?

Texas Technology can produce a variety of other collateral tailored to meet your sales objectives. Contact your sales representative who will coordinate your special request with our expert staff.

- ★ Catalogs/Magalogs
- ★ Corporate Brochures
- ★ Private-label Magazines
- ★ Sales Materials



For more information

contact 877.932.1337 or
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Texas Technology
• INNOVATION FOR GOVERNMENT AND EDUCATION •