

Advertising Rates and Mechanicals

STANDARD RATES

	1x	4x
Full Page	\$7,350	\$6,985
Junior Page	\$6,025	\$5,690
1/2 Page Horizontal	\$4,680	\$4,375
1/3 Vertical	\$3,605	\$3,355
1/3 Island	\$3,605	\$3,355

COLOR RATES (in addition to standard rates)

Four Color Process (per page or portion)	\$1,375	
Four Color Spreads	\$1,965	

SPECIAL POSITIONING (includes four color)

Back Cover	\$11,170	\$10,810
Inside Front Cover	\$10,610	\$10,270
Inside Back Cover	\$10,080	\$9,690

Catalog/Product Spotlight 1/6 page ad with four color photo	\$1,405	\$1,290
Corporate Profile Includes artwork and four color Profile (with full page ad)	\$3,675	\$3,490
Full Page Profile	\$7,350	\$6,985
1/2 Page Profile	\$4,685	\$4,375

All rates gross.

Combination rates available with Government Technology, Public CIO and Emergency Management.

2008 Publication Schedule

Issue	Space Close	Materials Due
Jan	12/3/07	12/7/07
April	3/6/08	3/11/08
July	6/5/08	6/10/08
October	9/4/08	9/9/08

Special Discounts

If you fall into a category below, you may be eligible for a 5%* discount:

- ★ Government Technology, Public CIO or Emergency Management advertiser
- ★ Current year GTC Southwest, Best of Texas or Texas Technology Forum exhibitor or sponsor
- ★ Qualified Texas Historically Underutilized Business

*One discount maximum

Commissions and Discounts

- ★ Rates based on number of insertions used within 12 months of first insertion.
- ★ Agency commission is 15% of gross to recognized agencies only.
- ★ 1.5% interest charge levied for each day of non-payment 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.



Ad Sizes

Full Page:

Trim: 8 1/4 w x 10 1/2 h
Live/Image: 7 1/2 w x 9 3/4 h
Bleed: 8 3/4 w x 11 h

Spread:

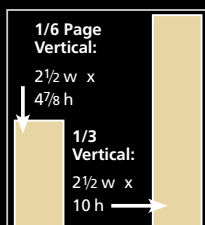
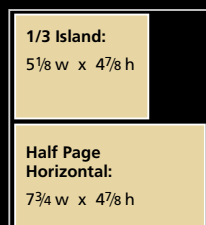
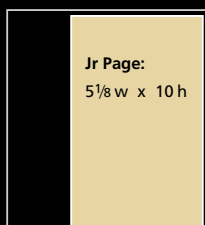
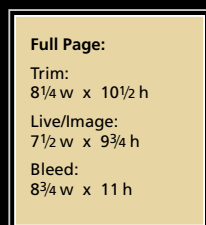
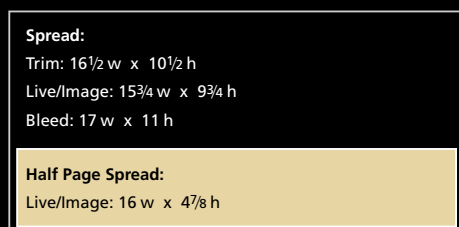
Trim: 16 1/2 w x 10 1/2 h
Live/Image: 15 3/4 w x 9 3/4 h
Bleed: 17 w x 11 h

Partial Ads:

Half Page Spread: 16 w x 4 7/8 h
Junior Page: 5 1/8 w x 10 h
Half Page Horizontal: 7 3/4 w x 4 7/8 h
Island Page: 5 1/8 w x 4 7/8 h
1/3 Page Vertical: 2 1/2 w x 10 h
1/6 Page Vertical: 2 1/2 w x 5 7/8 h

Important Notes

All sizes are given in inches. Diagrams indicate size only, not positioning. Island Pg, 1/2 Pg, 1/3 Pg and 1/6 Pg ads may be combined on a single page.



Recommended Materials

- ★ Digital files and SWOP standard proofs are recommended.
- ★ PDF/X-1a preferred, or high resolution PDF files (press option).
- ★ Digital files arriving without proofs cannot be processed.

Production Charges

- ★ Minimum production charge is \$140.
- ★ Production charges will be billed to the advertiser (or agency) at our studio rate of \$140 per hour or portion of hour, plus expenses.

Production Contact

Please address all questions concerning mechanical requirements, material extensions and shipping to:

Joel Heart
Production Manager
Texas Technology
100 Blue Ravine Road, Folsom, CA 95630
Phone: 916.932.1456, Fax: 916.932.1470
jheart@govtech.com

