

# production advertising rates and specifications

## TABLOID PAGE DISPLAY RATES (BLACK AND WHITE)

SIZE	DIMENSIONS	1X	3X	6X	9X
Tab Page	9.5" x 13.25"	\$3881	\$3499	\$3110	\$2717
1/2 Tab Page (h)	9.5" x 6.25"	\$2582	\$2274	\$2018	\$1764
1/2 Tab Page (v)	4.5" x 13.25"	\$2582	\$2274	\$2018	\$1764
1/4 Tab Page (v)	4.5" x 6.25"	\$1554	\$1401	\$1244	\$1082

(h) horizontal (v) vertical

## JUNIOR PAGE DISPLAY RATES (BLACK AND WHITE)

SIZE	DIMENSIONS	1X	3X	6X	9X
Junior Page	7" x 10"	\$3136	\$2828	\$2510	\$2201
1/2 Jr. Page	7" x 5"	\$1892	\$1710	\$1518	\$1328
1/2 Island Page	4.5" x 7.25"	\$1675	\$1450	\$1275	\$1109
1/3 Square Page	4.5" x 4.5"	\$1355	\$1218	\$1082	\$945

### Color Charges

2-color	\$200
4-color	\$500

### Preferred Position

Inside front	+25%
Inside Back	+25%
Back Page	+25%
All other guaranteed positions	+10%

### Commissions

15% to all recognized agencies, with materials provided

**Terms** Net 30 Days; 2% prepaid before closing

## CLASSIFIED PAGE ADVERTISING RATES

SIZE	DIMENSIONS	1X	3X	6X	9X
Std. Classified	1 column 2.25" W	\$132/in.	\$124/in.	\$113/in.	\$108/in.
Classified Display	3.375" x 4.5"	\$380	\$355	\$305	\$225



## **PUBLICATION PRINTING METHOD**

U.S. Tech is prepared in Quark/PC and is printed by web offset on premium newsprint paper. Saddle stitch binding is used. AAA/ABP SWOP standards apply.

## **MATERIAL SPECIFICATIONS**

Preferred materials are electronic/data, and include by order of preference:

### 1) **Adobe Acrobat PDFs**

with all fonts embedded, and images/artwork distilled to no less than 200 dpi presuming placement into the U.S. Tech master file at 100%. PDFs may be emailed or supplied on CD.

### 2) **Quark for PC or Quark for MAC**

with customary picture and font folders, master document and report. No compression should be necessary if sent on CD. If e-mailed and compressed, WinZip is preferred over Stuffit or other MAC-only alternatives.

### 3) **Microsoft Word or Power Point**

with images embedded. Not encouraged. Advertiser assumes risk of font replacement (be conservative) and final image quality. Such documents will be distilled at U.S. Tech and prepared into PDFs prior to placement.

### 4) **FTP Information**

Type in URL bar: <ftp://clientftp.us-tech.com>

Username: ftpustechclients

Password: !ustechclients

### 5) **Writer's Guidelines**

are available online at [www.us-tech.com](http://www.us-tech.com)

## **2010 AD MATERIAL CALENDAR**

MONTH	SPECIAL FEATURE TOPIC	ADS DUE
February	Components & Distribution	1/22
March	SMT & Production	3/5
May	Components & Distribution	4/23
June	Test & Measurement	5/21
July	Assembly & Packaging	6/25
August	Test & Measurement	8/6
September	PCB & Assembly	9/3
October	Components & Distribution	10/8
November	Test & Measurement	11/19

## **BLEEDS**

AD TYPE	SIZE WITH BLEED
Bleed Tab Spread	22" W x 14.5" Deep prepare to 23" W x 15.5" Deep; limit live area to 20.5" W x 13.5" Deep
Bleed Tab Page	10.5" W x 14.5" Deep prepare to 11.5" wide by 15.5" Deep limit live area to 9.25" W x 13.25" Deep

**Bleed Requests** must be specified on insertion order. Full bleed is available at no charge on tabloid-size pages and spreads. Add 1/2" beyond trim to all sides.

**Live Area** Limit live matter to 0.25" minimum of ad border, all sides.