Ad Specs and Prices effective November 2015

SVC *Bulletin*

Selection	Ad Size	Width x Height (inches)	B&W	4-Color
A	Full page OBC*	8.25 x 10.75 *(trim size, add .25in bleed)*	NA	$3,325
B-1	Full page IFC*	8.25 x 10.75 *(trim size, add .25in bleed)*	NA	$3,150
B-2	Full page IBC*	8.25 x 10.75 *(trim size, add .25in bleed)*	NA	$3,150
B-3	Full page Opposite IBC*	8.25 x 10.75 *(trim size, add .25in bleed)*	NA	$3,150
B-4	Full page Opposite IFC*	8.25 x 10.75 *(trim size, add .25in bleed)*	NA	$3,150
C	Full page interior	8.25 x 10.75 *(trim size, add .25in bleed)*	NA	$2,825
D	Full page (Enhanced Digital)**	8.25 x 10.75 *(trim size, add .25in bleed)*	NA	$650
E	1/2 page horizontal	7 x 4.875	$1,450	$2,275
F	1/2 page vertical	3.375 x 10	$1,450	$2,275
G	1/2 page island	4.875 x 7	$1,450	$2,275
H	1/3 page	2.25 x 10	$1,150	$1,850
I	1/3 page island	4.625 x 4.875	$1,150	$1,850
J	1/4 page	3.375 x 4.875	$950	$1,600
K	Classified ads			Call for Details

TechCon Exhibit Guide

Selection	Ad Size	Width x Height (inches)	B&W	4-Color
A	Full page OBC*	8.25 x 10.75 *(trim size, add .25in bleed)*	NA	$2,985
B-1	Full page IFC*	8.25 x 10.75 *(trim size, add .25in bleed)*	NA	$2,895
B-2	Full page IBC*	8.25 x 10.75 *(trim size, add .25in bleed)*	NA	$2,895
B-3	Full page Opposite IFC*	8.25 x 10.75 *(trim size, add .25in bleed)*	NA	$2,895
B-4	Full page Opposite IBC*	8.25 x 10.75 *(trim size, add .25in bleed)*	NA	$2,895
C	Full page interior	8.25 x 10.75 *(trim size, add .25in bleed)*	$1,945	$2,525
D	Full page (Enhanced Digital)**	8.25 x 10.75 *(trim size, add .25in bleed)*	NA	$650
E	1/2 page horizontal	7 x 4.875	$1,550	$1,950
F	1/2 page vertical	3.375 x 10	$1,550	$1,950
G	1/4 page	3.375 x 4.875	$925	$1,450

Bleed:
8.75" x 11.25"
Trim Size:
8.25" x 10.75"
Live Area:
7.75" x 10.25"

Full Page Ad Size Chart

Note: bleed is 0.25 inch

NO CROP MARKS

***Preferred Placement Request**

You must submit a Preferred Placement Request with your insertion order to reserve these spaces.

****Enhanced Digital Ad**

Placement opposite cover on digital version. Available only with the purchase of a full page ad in the print version. Only one assigned per issue.

Website and E-Marketing

2016 TechCon Website

EP-1A	**Masthead Rotating Banner Ad with link**	286 px wide x 215 px high	$895
EP-1B	**Right Column, Top Rotating Banner Ad with link**	276 px wide x 166 px high	$495
EP-1C	**Right Column, Bottom Rotating Banner Ad with link**	276 px wide x 166 px high	$395
EP-2	**VISIT US NOW - Company logo with link**		$395
EP-3	**Unlimited Press Releases** – (Product Pages or Show Specials) on the Exhibitor's Profile page (up to 3 Press Releases)		$95

SVC Website

W-1	**Rotating Banner Ad with link on home page**	240 px wide x 120 px high, static	(12 months)	$550
W-2	**Rotating Corporate Sponsor Logo with link on home page**	240 px wide by 84 px high	(12 months)	$200
W-3	**Used Equipment Bulletin Board Listing**	500 characters	(2 months)	$110

E-Marketing

SVConnections

EM-1	**Static Banner with link**	200 px wide x 300 px high	(12 issues)	$1,050

Corporate Sponsor Newsletter – SVC TECHTalk

EM-2	**Horizontal Banner with link**	360 px wide x 100 px high	(4 issues)	$2,800
EM-3	**Vertical Banner with link**	130 px wide x 260 px high	(1 issue)	$600
EM-3	**Vertical Banner with link**	130 px wide x 260 px high	(4 issues)	$2,100

Insertion Order

PUBLICATIONS - Print And Digital	AD SELECTION Indicate A-K, page 5	ENHANCED DIGITAL(D)**	IS AD A PICK-UP?	B&W Ad Price	4-COLOR Ad Price	TOTAL PRICE
Spring 2016 Bulletin			☐			$0.00
Summer 2016 Bulletin			☐			$0.00
Fall 2016 Bulletin			☐			$0.00
2016 TechCon Exhibit Guide (TEG)			☐			$0.00

***Ad selection "D" available only with the purchase of a full page, 4-color ad in the print version of the Bulletin or TEG*

Print Advertising Subtotal › $0.00

Subtract 10% for two print ads on the same order ›

2016 TechCon Sponsorships

Please indicate sponsorship(s) and add to cost of advertising in far right column.

- ☐ Gold Sponsor $2,800
- ☐ Silver Sponsor $1,900
- ☐ Bronze Sponsor $950
- ☐ Networking Lounge Sponsor $4,950
- Exhibit Beer Blast . . . . . **SOLD**
- USB Flash Drives . . . . . **SOLD**
- ☐ Mobile App Splash Screen. $3,500
- Badge Lanyards . . . . . **SOLD**
- Notepad Sponsor . . . . . **SOLD**
- ☐ Specialty Coffee Station. $2,800
- Wednesday Evening Networking Mixer . . . **SOLD**
- Frozen Treats . . . . . **SOLD**
- ☐ Exhibit Reception Sponsor. $2,400
- Welcome Reception Sponsor. . . . . **SOLD**
- ☐ Conference Tote Bags $2,350
- ☐ On-line Registration Page $2,300
- Logo Bottled Water . . . . . **SOLD**
- Hotel Reservation Page . . . . . **SOLD**

Sponsorship Total >>

TechCon Website

- ☐ EP-1A: Masthead Banner Ad (286 px wide x 215 px high) $895
- ☐ EP-1B: Right Column, top Banner Ad on the TechCon Website with link (276 px wide x 166 px high). $495
- ☐ EP-1C: Right Column, bottom Banner Ad on the TechCon Website with link (276 px wide x 166 px high). $395
- ☐ EP-2: VISIT US NOW: Link and company logo with link on the Exhibitor's Profile Page $395
- ☐ EP-3: Unlimited Press Releases (Product Pages or Show Specials) on the Exhibitor's Profile page $95

SVC Website

- ☐ W-1: Banner Ad on SVC Website . . . . . (240 px wide x 120 px high) . . . . . (12 months) $550
- ☐ W-2: Corporate Sponsor Logo SVC Website . . . . . (240 px wide x 84 px high) . . . . . (12 months) $200
- ☐ W-3: Used Equipment Bulletin Board on SVC Website . . . . . .(2 months) $110

E-Marketing

- ☐ EM-1: SVConnections: Static Banner Ad with link (200 px wide x 300 px high) . . . . . (12 issues) $1,050
- ☐ EM-2: TECHTalk: Horizontal Banner with link (360 px wide x 100 px high) . . . . . (4 issues) $2,800
- ☐ EM-3: TECHTalk: Vertical Banner with link (130 px wide x 260 px high) . . . . . (1 issue) $600
- ☐ EM-3: TECHTalk: Vertical Banner with link (130 px wide x 260 px high) . . . . . (4 issues) $2,100

TOTAL

PLEASE PRINT CLEARLY

Advertiser Information

Name _____ Date _____

Company/Organization _____

MS/Building/PO Box _____

Street _____

City _____ State/Province _____

Zip/Postal Code _____ Country _____

Telephone _____ Fax _____

Cell or Alternate Phone _____

E-mail _____ Web Site _____

Agency Information

Name _____ Date _____

Company/Organization _____

MS/Building/PO Box _____

Street _____

City _____ State/Province _____

Zip/Postal Code _____ Country _____

Telephone _____ Fax _____

Cell or Alternate Phone _____

E-mail _____ Web Site _____

Payment from outside the USA should be in U.S. dollars and drawn on a correspondent U.S. bank. If using VISA, MasterCard, Discover, or American Express, complete the section below. ☐ Check ☐ Purchase Order ☐ VISA ☐ MasterCard ☐ Discover ☐ American Express

Card number _____ Expiration date _____ Security Code

Cardholder's signature _____ Zip Code _____

Fax completed form to SVC at 505-856-6716 or E-mail svcinfo@svc.org