

## Rate Card No. 5

Effective Jan 2006 Issue



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[visualstudiomagazine.com](http://visualstudiomagazine.com)

[ftponline.com](http://ftponline.com)

[ftpmmediakit.com](http://ftpmmediakit.com)

### ROP Black & White Advertising Rates

	1X	3X	7X	12X	14X	21X	28X	42X	56X
Full Page	\$14,280	\$13,850	\$13,160	\$12,900	\$12,100	\$11,740	\$10,920	\$10,150	\$9,850
2/3 Page	\$11,070	\$10,740	\$10,200	\$10,000	\$9,385	\$9,100	\$8,465	\$7,865	\$7,635
1/2 Island	\$9,110	\$8,835	\$8,390	\$8,222	\$7,725	\$7,490	\$6,965	\$6,480	\$6,285
1/2 H/V	\$8,125	\$7,880	\$7,490	\$7,340	\$6,885	\$6,685	\$6,215	\$5,780	\$5,605
1/3 Page	\$5,585	\$5,710	\$5,420	\$5,315	\$4,985	\$4,840	\$4,500	\$4,185	\$4,065
1/4 Page	\$4,625	\$4,490	\$4,260	\$4,175	\$3,920	\$3,805	\$3,540	\$3,295	\$3,195

Frequency based on the number of advertisements placed in a 12-month period

### Color Charges

Four-Color Rates..... Earned rate plus \$2,000  
Two-Color Rates ..... Earned rate plus \$1,250  
(Two-color ads must be submitted using two of the four process colors: C,M,Y or K)

### Position Charges

Cover Two\* ..... 25% above earned rate  
Page One..... 20% above earned rate  
Cover Three..... 20% above earned rate  
Cover Four..... 30% above earned rate  
Other Premium Positions..... 15% above earned rate

\* Sold only as a spread.

Issue	Space Close	Materials Due	Estimated Ship Date	Bonus Distribution
January	10/28/05	11/04/05	12/27/05	VSLive! San Francisco
February	12/02/05	12/09/05	1/18/06	
March	12/21/05	1/04/06	2/17/06	
April	1/25/06	2/01/06	3/17/06	
May	2/22/06	3/01/06	4/17/06	VSLive! Las Vegas VSLive! Toronto VSLive! Orlando Enterprise Architect Summit Microsoft TechEd
June	3/22/06	3/29/06	5/17/06	VSLive! New York VSLive! Boston VSLive! Chicago
<b>Special Buyer's Guide</b>	4/07/06	4/14/06	6/07/06	
July	4/26/06	5/03/06	6/16/06	
August	5/24/06	5/31/06	7/19/06	
September	6/21/06	6/28/06	8/16/06	
October	7/05/06	7/19/06	9/13/06	
<b>Special Enterprise Issue</b>	7/26/06	8/02/06	9/27/06	
November	8/30/06	9/06/06	10/18/06	
December	9/27/06	10/04/06	11/17/06	

The information provided herein is accurate to the best of our knowledge, but subject to change without notice.

### Product Showcase Section Specs/Rates

	Dimensions	Rates
Full Page	7 1/4" x 9 1/8"	\$7,500
1/2 Horizontal	7 1/4" x 4 1/2"	\$3,995
Big Square	4 13/16" x 4 1/2"	\$2,195
Tall	2 3/8" x 4 1/2"	\$1,150
Listing	2 3/8" x 2 1/8"	\$595

Other special opportunities are available – contact your advertising representative.

**Sizes and Specifications**

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**Page**

<b>Dimensions</b>	<b>Non-Bleed/Live</b>	<b>Area Bleed</b>
Spread*		
Full Page	7" x 10"	8 1/4" x 11"
2/3 Vertical	4 1/2" x 10"	5 5/16" x 11"
1/2 Island	4 1/2" x 7 1/2"	NA
1/2 Horizontal	7" x 4 7/8"	8 1/4" x 5 9/16"
1/2 Vertical	3 3/8" x 10"	NA
1/3 Square	4 1/2" x 4 7/8"	NA
1/3 Vertical	2 3/16" x 10"	NA
1/4 Page	3 3/8" x 4 7/8"	NA

\*Send spreads as two single pages or advertiser will be charged for splitting their ad pages.

**Mechanical Requirements and Printing Specifications**

Column Width:	Three to a page, 2 5/16" Two to a page, 3 1/2"
Column Height:	9 3/8"
Trim Size:	8" x 10 3/4"
Margin:	Please leave a 3/8" margin of safety on all sides for live matter on bleed ads
Binding:	Saddle-stitched
Printing:	Web offset

**Bleeds**

Image area not bleeding must be 1/4" from the trim. Materials intended to bleed must have a minimum 1/8" image area beyond the trim.

**Shipping Instructions**

Include your return address on both the outside and inside of the parcel.  
Ship to: Production Coordinator, *Visual Studio Magazine*, FTP, 2600 South El Camino Real, Suite 300, San Mateo, CA 94403-2332.

**Changes or Corrections**

Changes and/or corrections must be in writing and received by Space Close Date. *Visual Studio Magazine* will charge the agency of record for all material and labor costs plus a 10% overhead fee.

**Computer-to-Plate (CTP) Specifications****PDF/X-1a**

To take advantage of the benefits of Computer-to-Plate (CTP) printing, and to assure the optimum production of your ad, we have selected PDF/X-1a as our preferred digital file format. The benefits of this format—now accepted by publishers worldwide—include: better printing quality, tighter registration, and a more efficient printing process—not to mention fewer chemicals released into the environment. All digital files must be accompanied by a direct digital proof from the delivered ripped file. For complete specifications, go to [www.ftpmmediakit.com](http://www.ftpmmediakit.com)

At this time, we encourage you to have your PDF/X-1a file made at a Prepress Service Provider. A list of these vendors can be found at <http://www.ddap.org/dad/dad.pl>. Further information on the PDF/X-1a file format can be found at the pdfx.com Web site: [http://www.pdf-x.com/pdfx\\_faqs.php](http://www.pdf-x.com/pdfx_faqs.php)

**Final File Specifications**

- Files due on Materials Due Date for each magazine, see rate card for info.
- ALL ads must be created as SINGLE PAGES. If a spread is provided, the file must be "split" and all service charges for reworking files submitted will be charged back to the client (@\$65 per page).

PDF/X-1a—Please visit [www.ftpmmediakit.com](http://www.ftpmmediakit.com) for full specifications for this format.

APPLICATION FILES ARE NOT ACCEPTED as final materials.

**File Naming Convention**

Name your files in such a way as to be clearly identifiable by customer name and issue of magazine being inserted. Do not use upper case letters in file name.

PDF/X-1a files delivered will be limited to an 11-15 character-naming convention plus the dot3 extension (.pdf). Do not include any special characters or spaces in your name. Special characters include: "~", "!", "#", "\$", "%", "&", "(", ")", "{", "}", or "[]"

The area outside of the trim of the magazine should be 1/2" all around. For Fawcette Technical Publications, this would mean that the PDF/X-1a document size will be created at 9" x 11.75" for an 8" x 10.75" trim book. Make sure that your pages also include all crop marks, a color bar, and proper bleed information.

**Proof Specifications**

Offset Digital Proof Guidelines:

- Hi-res direct-digital color proofing generates images from electronic information instead of film.
- Digital position proofs such as Di-sub, ink jet, bubble jet, or thermo wax proofers are not made to SWOP specifications.
- Proofs should include a color bar generated from digital data. The proof should reflect the final version of the file.
- Hi-res digital color proofs should be accompanied by a label sheet specifying the type of proofing device used, the appropriate file identification, and the name and phone number of a contact person.
- Proofs must be provided at 100% size

**Delivery of Ads**

Advertiser or Ad Agency should check that the following material is present when shipping to FTP Ad Coordinators to make sure proper ad is placed in publication.

1. CD containing the PDF/X-1a.  
\*\*Iomega Zip disks for Mac can be used if files can be fit onto one disk. PC Iomega Zip disks are not acceptable.
2. A printed list of files on disk or CD.
3. A Kodak Approval or similar SWOP standard hi-res digital proof will accompany every ad.
4. Advertiser is responsible to deliver all materials to FTP by the prescribed Materials Due Date for the publication.
5. Please have available a contact person in documentation in case of an emergency.

**Terms**

- A 15% discount is awarded to accredited advertising agencies.
- New accounts must prepay and file a credit application prior to space close for the first insertion. Accounts with approved credit must pay within 30 days of materials close date.
- A 2% cash discount is allowed if payment is received with an order or if paid within 10 days of materials deadline.
- No discounts are allowed to advertisers or agencies for overdue accounts; 1.5% per month (18% per annum) will be charged against overdue accounts.