

The Society offers advertisers a number of high-impact, low-cost, exclusive marketing opportunities through its website, online publications, and award-winning print magazines, *Intercom* and the *Technical Communication* journal. We also have exhibit space and sponsorships available for our annual conference, the Technical Communication Summit. For information on advertising packages, please contact [Stacey O'Donnell](#), STC's Business Development Manager or download the PDFs below.

- [2014 STC Media Kit](#) (for information on advertising in *Intercom*, *Technical Communication*, *TechComm Today*, *TechCo*, *mm Today*, STC's Notebook, websites)
- [Technical Communication Summit '13 Exhibitor/Sponsor Prospectus](#) (for information on exhibiting or sponsorships at our 2013 conference)

## Advertising/Marketing Opportunities

### *Intercom* Magazine

*Intercom*, STC's monthly magazine, publishes articles about the issues and topics that are driving the conversation in the world of technical communication. Each month, *Intercom* highlights the thought leaders and practitioners that are shaping the future of the profession and delivering exceptional value to companies, nonprofits, and government organizations around the world.

*Intercom* magazine is distributed to STC members and subscribers in one of two preferred formats: printed and mailed to those who have purchased print copies, and notification emailed to members who choose to receive the digital version. It is published 10 times per year. STC offers frequency discounts for ad rates, making multiple insertions much more affordable. The digital version is also produced in a Flash magazine format, which allows many ad enhancements, including ad animation, streaming video, a lead generation form, and other options to make your ad stand out.

### *Intercom* Online

The online home for *Intercom* provides HTML, PDF, and Flipbook options for members who do

not purchase the print edition. The *Intercom* website is one of the Society's premier online products and is continuously being refined to meet the changing needs of members and subscribers. Button ads are available on the home page and interior pages.

### **Technical Communication Journal**

*Technical Communication*, the Society's quarterly peer-reviewed journal, publishes articles about the practical application of technical communication theory and serves as a common arena for discussion by practitioners. *Technical Communication* includes both quantitative and qualitative research while showcasing the work of some of the field's most noteworthy writers.

*Technical Communication* is published quarterly (February, May, August, and November) and available to both members and institutional subscribers in print and electronic formats. Both print ads and online button ads on the home page are available.

### **News & Notes**

*News & Notes* is a monthly electronic newsletter emailed to STC members. It is an executive summary of blog postings, emails, and other important Society news from the past month. Through *News & Notes*, the Society's membership can keep up-to-date on the latest advancements, initiatives, and projects within the Society. Banner ads and sidebar buttons are both available.

### **STC's Notebook**

STC's Notebook is the official blog for STC members and is also open to the public. STC's Notebook provides formal and informal announcements, further information on important subjects, spotlights on communities and members, and links of interest. Button ads are available on the blog.

### **STC Website & Network**

The STC website is the premier online destination for all things related to theory and practice of technical communication. STC.org is a continuously evolving online resource for members, academics, the media, and the public, with a separate STC Network as an exclusive members-only community. The STC Network is a custom, private, social network that facilitates one-to-one and group conversations, online meetings, and events. Each of STC's professional and student chapters, and every Special Interest Group, has a robust online presence within the community. Banner, skyscraper, and button ads are available throughout the site.

## **Direct Mail/Email Marketing**

The Society offers exceptional marketing opportunities for organizations that produce products and services for technical communication professionals. Marketers can gain access to the best technical communication professionals in the world through direct mail and email marketing campaigns.

## **Technical Communication Summit**

Our annual conference, the Technical Communication Summit, provides the opportunity for exhibiting and face-to-face networking with potential customers and clients. It is the premier event to unveil and demonstrate new and exciting products, services, and technology to the world of technical communication. Display your organization in our Expo Hall, or sponsor one of many items to put your company's name front and center for our attendees. Visit <http://summit.stc.org> for full information on the Summit.