



Society for
Technical
Communication

ADVERTISING OPPORTUNITIES

Did You Know That?

Of the 12,000 Members of the Society for Technical Communication:

- 70% of the readers are Technical Writers
- 50% of the readers are employed by large corporations and 30% by small business
- 74% use publishing packages
- 82% make recommendations and determine need on products purchased

Of the 12,000 Members of the Society for Technical Communication:

Documentation Specialist (41%)	Training Developer (16%)
Information Developer (31%)	Translator (3%)
Manager (20%)	Usability Specialist (11%)
Online Help Developer (27%)	

Note: some personnel are in more than one job function so the total is more than 100%



Society for Technical Communication

INTERCOM Magazine

2010 Advertising Rates

Intercom is published ten times a year by the Society for Technical Communication. *Intercom* was first published as a magazine in 1996, and serves the technical communication professional by presenting articles on trends, tools, techniques, and professional development. The editorial focus of each issue is on the next page.

Intercom magazine is distributed by:

Printed – 3,000 copies are printed and mailed to the members that elect to receive printed copies, with a pass through rate of 2-3 times that number.

Digital – 9,000 members choose to receive their copy in a digital format. All articles and ads are linked to the Advertiser’s website.

Intercom Online – Once the issue is produced, the digital magazine is posted on the STC Intercom Online website – all ads are linked to the Advertiser’s website.

Archived – Past issues with ads linked are also posted on the Intercom Online web page of the STC website.

AD RATES – PER INSERTION

All Ad Rates Are Net to STC

Size	1-3X	4-7X	8-10X
Cover 2 (inside front cover)	\$1,216	\$1,094	\$ 985
Cover 3 (inside back cover)	\$ 982	\$ 884	\$ 796
Cover 4 (back cover)	\$1,028	\$ 925	\$ 833
Spread (2 text pages)	\$2,431	\$2,186	\$1,968
Full Page (bleed /non bleed)	\$ 935	\$ 841	\$ 757
2/3 Page	\$ 685	\$ 617	\$ 555
1/2 Page	\$ 537	\$ 483	\$ 435
1/3 Page	\$ 374	\$ 336	\$ 303
1/4 Page	\$ 292	\$ 263	\$ 237
1/6 Page	\$ 202	\$ 182	\$ 164

Deduct 10% from above prices for black & white Ads

Enhanced Digital Options:

Lead Gen ad form enhancement @ \$300 per element per ad

Animated ad or streaming video enhancement @ \$150 per element per ad

For further information, contact:
 Ken Cibroski, Ad Guidance, Inc. • 283 Whistlewood Lane, Winchester, VA 22602
 Toll Free: +1 (800) 597-7210 • Fax: +1 (540) 542-0550 • Email: ken@adguidance.com

CLOSING DATES

Issue Date	Editorial Focus	Insertion Order Date	Advertising Copy Due
January 2010	Tech Comm in 2010	11/16/09	11/23/09
February 2010	The “Art of Writing” Issue	12/15/09	12/23/09
March 2010	What We Can learn from Our Failures/Mistakes – (<i>Show Guide Issue</i>)	1/15/10	1/23/10
April 2010	How Do You Save the Planet as a Technical Communicator?	2/15/10	2/23/10
May 2010	Tech Comm in the Medical, Pharmaceutical, and Health Care Industries – (<i>Expanded Circulation--Distributed at Conference.</i>)	3/15/10	3/23/10
June 2010	Four Generations of Technical Communicators in the Workplace	4/15/10	4/23/10
July/Aug 2010	Mobility and Technical Communication	5/17/10	5/24/10
Sept/Oct 2010	User Support and Free Services	7/15/10	7/23/10
November 2010	The Security Issue	9/15/10	9/23/10
December 2010	Visual information	10/15/10	10/25/10

(Editorial focus is explained in greater detail on the STC website. Editorial focus subject to change.)

TECHNICAL SPECIFICATIONS

Magazine Trim Size 8 3/8 wide x 10 7/8 high. Live matter clearance – less 1/4” of trim size.

Covers/Full Pg:	Bleed: 8 5/8” wide x 11 1/8” high	OR	Non-bleed: 7 3/4” wide x 10 1/4” high
Spread:	Bleed: 17” wide x 11 1/8” high	OR	Non-bleed: 15 3/4” wide x 10 1/4” high
2/3 Page:	4 3/4” wide x 9 7/8” high		
1/2 Page:	Vertical: 3 1/2” wide x 9 7/8” high	OR	Horizontal: 7 1/4” wide x 5” high
1/3 Page:	Square: 4 3/4” wide x 5” high	OR	Vertical: 2 1/4” wide x 9 7/8” high
1/4 Page:	3 1/2” wide x 5” high		
1/6 Page:	2 1/4” wide x 4” high		

Mechanical Requirements: High resolution (300 dpi) print PDF for print version. Digital version can add streaming video, flash applications and animations, images, RSS, and linking. Additional digital specifications upon request. Email ad copy to: ken@adguidance.com

Billing: Advertising rates subject to change without notice unless prior advertising commitment received. Total billing is due and payable within 30 days of invoice date. All cancellations must be in writing prior to insertion deadline for issue and shall not be considered accepted until confirmed by Ad Guidance. Ads will be invoiced by Society for Technical Communication for each issue individually when magazine is printed.

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Society for Technical Communication INTERCOM Magazine

2010 Advertising Insertion Order

Company _____
 Address _____
 City _____ State _____ Zip _____
 Phone _____ Fax _____
 Contact _____ Email _____
 Billing Address (if different from above) _____

Ad Insertion for:

Check Issue Date for Ad Insertion:

- January 2010
- February 2010
- March 2010
- April 2010
- May 2010
- June 2010
- July/Aug 2010
- Sept/Oct 2010
- November 2010
- December 2010

Check Ad Size:

- Cover 2
- Cover 3
- Cover 4
- Spread (2 text pages)
- Full Page
- 2/3 Page
- 1/2 Page: Horizontal Vertical
- 1/3 Page: Square Vertical
- 1/4 Page
- 1/6 Page

Digital Enhancements:

- Lead Gen Form
- Animated Ad
- Streaming Video Enhancement

Please check: Four Color Black & White

Total amount to be billed per insertion (see Advertising Rate Sheet)

\$ _____ (rate) x _____ (# of insertions) = \$ _____

Digital Enhancements: \$ _____ Total: \$ _____

Signature _____

Date _____

Payment Methods: Bill Me Credit Card Below **If you supply credit card you must fax insertion order – not email**

STC will bill advertiser after particular issue is published, or you can supply credit card information below and STC will charge the credit card for each issue when the magazine is published.

Visa MasterCard

Credit Card # _____ V-Code _____ Exp. Date _____

Name on Card _____ Signature _____ Date _____

GENERAL CONDITIONS FOR ADVERTISING IN *INTERCOM* MAGAZINE

No advertisement shall be published unless an insertion order form and ad materials are received at the offices of Ad Guidance, Inc by the closing deadline specified for the issue(s) desired.

Changes in advertising copy shall not be considered authorized by the Advertiser unless confirmation of such change is received in writing at the offices of Ad Guidance, Inc by the closing date for the issue(s) desired. If copy changes are not properly confirmed in writing, the Advertiser's most recent advertisement shall be used.

If all necessary advertising materials are not received at the offices of Ad Guidance, Inc. by the closing deadline of the issue desired, placement of the advertisement is not guaranteed.

No advertisement may be cancelled after the Insertion Order Due Date for the issue in which it is scheduled to appear.

Layout and typesetting costs are not included in the Publisher's advertising price and shall be billed separately to the Advertiser at prevailing rates.

The Advertiser must pay the Publisher's invoices within 30 days. The Publisher reserves the right to withhold further advertisements for any Advertiser with a past-due account.

The Publisher shall not be responsible for errors caused by designers and typesetters.

The Publisher shall not be responsible for claims made in advertisements, and the Advertiser shall indemnify and hold the Publisher harmless from liability of any kind arising from such claims, including reasonable attorney's fees and all other associated costs of litigation.

All advertisements are subject to approval by the Publisher. Such approval shall be granted or withheld solely at the Publisher's absolute discretion.

The Publisher's liability for error will not exceed the charge for the advertisement in question.

The Advertiser, and any agency utilized by it, are subject to satisfactory credit reports.

The Advertiser specifically warrants that all photographs/artwork and endorsements are covered by valid, written consents, and the Advertiser shall indemnify and hold the Publisher harmless from liability of any kind arising from such claims, including reasonable attorney's fees and all other associated costs of litigation.

In the event a dispute arises between the Publisher and the Advertiser that is not specifically governed by the foregoing terms and conditions, such dispute shall be resolved in accordance with the custom of the trade.

Advertising Opportunities:

For *Intercom* magazine and other electronic and web advertising opportunities contact:
Ken Cibroski +1 (877) 965-7492 or email ken@adguidance.com

For Exhibits or Sponsorship opportunities contact:
Stacey O'Donnell +1 (570) 366-1915
or stacey.odonnell@stc.org

We Appreciate Our Advertisers



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