



Society for
Technical
Communication

Transforming
complex information
into usable content

MEDIAKIT

CASSIE DEMOSS, INDUSTRY RELATIONS

cdemoss@stc.org • 856-380-6847



www.stc.org



Society for Technical Communication

Society for Technical Communication

Founded in 1953, STC is the world's largest and oldest professional association dedicated to the advancement of the field of technical communication. The Society's nearly 3,400 annual members span the field from students and academics to practitioners and managers. Our members represent every industry segment and many countries around the globe, with members from nearly 30 countries.

OUR MISSION

The Society for Technical Communication advances technical communication as the discipline of transforming complex information into usable content for products, processes, and services.

STC serves its members by identifying and promoting best practices in the field and by demonstrating the economic value delivered by technical communicators.

OUR VISION

The Society for Technical Communication strives to be the international authority in content design and delivery, advancing the professional development of our members and articulating the value of technical communication within industry and academia.

TECHNICAL COMMUNICATION

Technical communication is a broad field and includes any form of communication that exhibits one or more of the following characteristics:

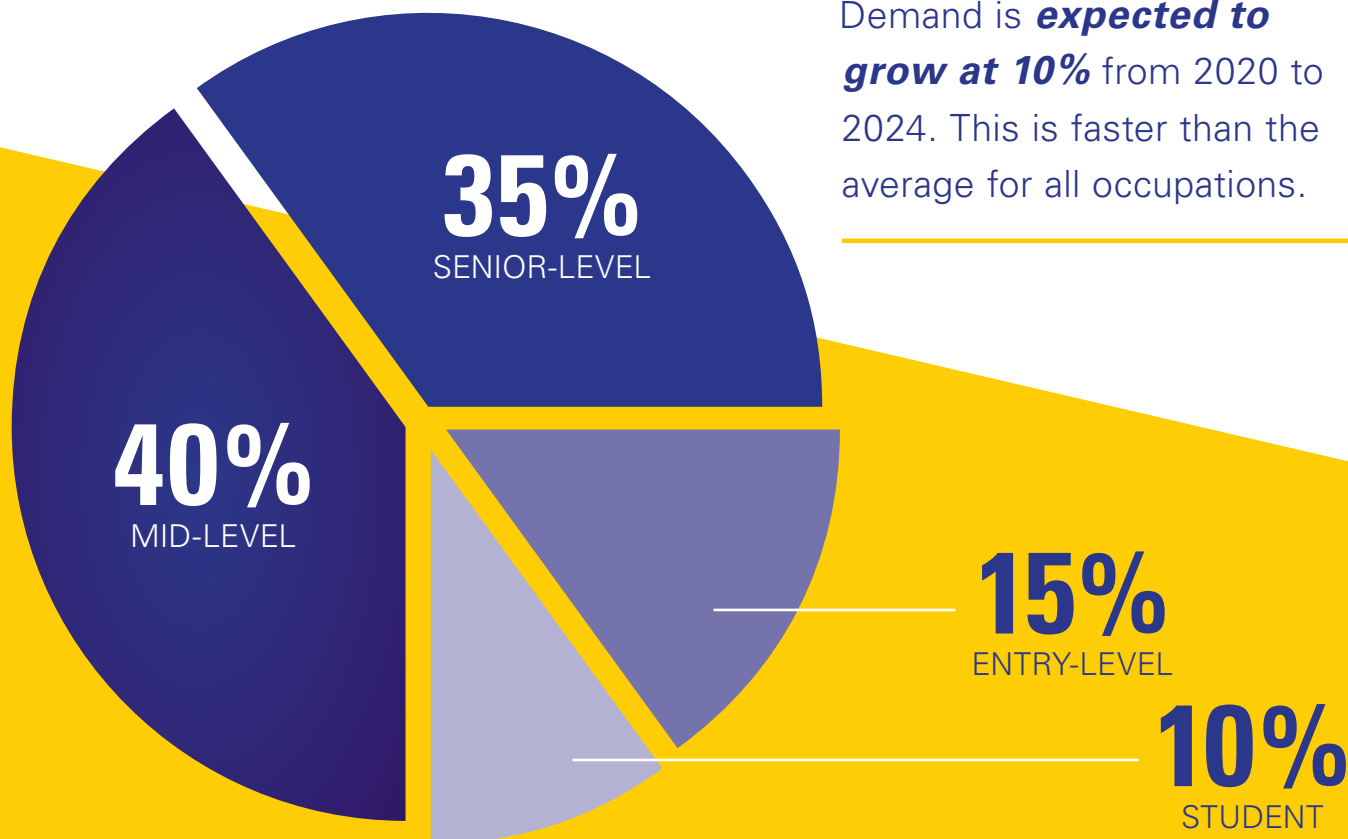
- Communicating *about technical or specialized topics*, such as computer applications, medical procedures, or environmental regulations.
- Communicating *by using technology*, such as web pages, help files, or social media sites.
- Providing *instructions about how to do something*, regardless of how technical the task is or even if technology is used to create or distribute that communication.

SHOULD YOU BE MARKETING TO TECHNICAL COMMUNICATORS?

If your company offers a product or service that aligns with any of the following professionals — **the answer is YES!**

- Technical Writers & Editors
- Indexers
- Information Architects
- Instructional Designers
- Technical Illustrators
- Globalization & Localization Specialists
- Usability & Human Factors Professionals
- Visual Designers
- Web Designers & Developers
- Teachers & Researchers of Technical Communication
- Trainers and E-Learning Developers

STC MEMBERSHIP BY CAREER-LEVEL



Technical writing continues to be a highly coveted skill in the professional workplace. Demand is ***expected to grow at 10%*** from 2020 to 2024. This is faster than the average for all occupations.

STC PUBLICATIONS

In addition to its Annual Conference, STC offers advertisers high-impact, cost-effective marketing opportunities through its award winning print and digital publications that reach approximately **3,400** technical communication professionals.

Partnering with STC can help you remain in front of your customers across channels while creating multiple touch points throughout the year. Read on to learn more about opportunities to connect with this targeted audience or contact Cassie DeMoss, Industry Relations at 856.380.6847 or fax at 703.522.2075.

Intercom

Intercom is the #1 print magazine for technical communication professionals worldwide. Published eight times per year and averaging 36 pages per issue, this award-winning magazine serves the profession by delivering articles on industry trends, tools, techniques, professional development, and more! Use this opportunity to reach readers in BOTH print and digital formats.

INTERCOM ONLINE

Intercom Online publishes articles about the issues and topics that are driving the conversation in the world of technical communication. It provides practical examples and applications of technical communication that will promote readers' professional development. Visit www.stc.org/intercom



2020 EDITORIAL CALENDAR & ADVERTISING DEADLINES

MONTH	THEME	RESERVE	ADS DUE
Jan/Feb	<i>Future of Tech Comm: Thinking Outside the Box</i>	1/9/2020	2/13/2020
Mar/Apr	<i>Content in the Customer Experience</i>	1/24/2020	2/28/2020
May/Jun	<i>Career Transitions</i>	3/20/2020	4/23/2020
Jul/Aug	<i>Collaboration</i>	5/20/2020	6/25/2020
Sept	<i>Writing for Rocket Scientists</i>	7/20/2020	8/25/2020
Oct	<i>Your Brain on Content</i>	8/19/2020	9/24/2020
Nov	<i>Information-Enabled Enterprises</i>	9/21/2020	10/26/2020
Dec	<i>The State of Tech Comm: A View from Outside the Industry</i>	10/20/2020	11/25/2020

INTERCOM ADVERTISING RATES

Ad Size	1x	4x	8x
Back Cover	\$1,600	\$1,400	\$1,000
IFC/IBC	\$1,500	\$1,300	\$900
Full Page	\$1,100	\$1,000	\$750
½ Page	\$750	\$600	\$500
¼ Page	\$500	\$450	\$400



Technical Communication Sponsorship: \$2500/issue

Want to align your brand with this prestigious industry journal? Each issue's exclusive sponsor will receive:

- "Sponsored-by" logo featured on front cover of selected issue
- Full-page, inside front cover ad
- Sponsor recognition in marketing and promotions for selected issue

Available on a first-come, first-served basis.

PUBLICATIONS (continued)

Technical Communication

Technical Communication is a quarterly academic journal distributed in BOTH print and digital format to over 150 educational institutions, government agencies, and industry professionals. Its specialized content includes research reports, case studies, tutorials, and more - all available to assist industry practitioners to become more effective professionals.

TECHCOMM ONLINE

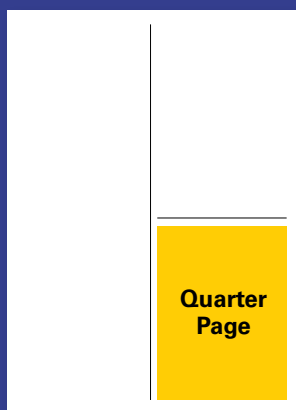
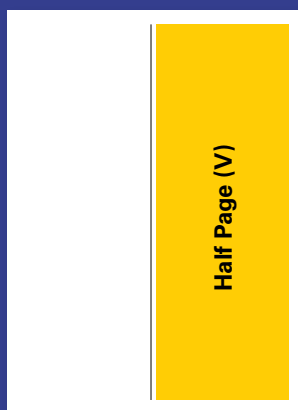
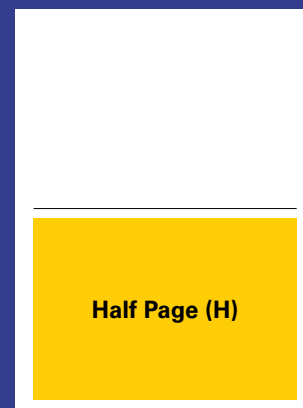
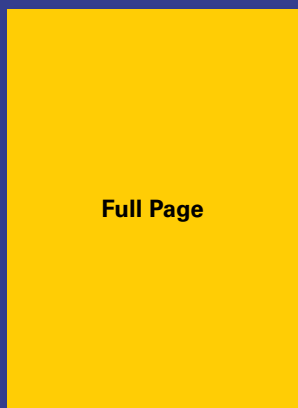
TechComm Online includes both quantitative and qualitative research while showcasing the work of some of the field's most noteworthy writers. Among its most popular features are the helpful book reviews.

Visit www.stc.org/techcomm

2020 CALENDAR & ADVERTISING DEADLINES

DISTRIBUTION	RESERVE
February	12/15/2019
May	3/16/2020
August	6/15/2020
November	9/14/2020

*Transforming complex
information into usable content*



ELECTRONIC AD SUBMISSION

All ads for *Intercom* and *Technical Communication* must be submitted as a high-resolution PDF with the advertisers name and issue date in the file name.

Email file to Emmy Mielcarz, emielcarz@ahint.com if the file is less than 25MB (please use Dropbox if the file is larger).

PRINT SPECIFICATIONS– *INTERCOM*

Cover/Full Page	Trim size: 8 3/8" x 10 7/8" Bleed size: 8 5/8" x 11 1/8" Live area: 1/4" from trim
Two Page Spread	Trim size: 16 3/4" x 10 7/8" Bleed size: 17" x 11 1/8" Live area: 1/4" from trim
Half Page Vertical	3 1/2" x 9 1/4"
Half Page Horizontal	7 1/4" x 4 5/8"
Quarter Page	3 1/2" x 4 1/2"

PRINT SPECIFICATIONS– *TECHCOMM*

Cover/Full Page	Trim size: 8 1/2" x 10 7/8" Bleed size: 8 3/4" x 11 1/8" Live area: 1/4" from trim
Two Page Spread	Trim size: 17" x 10 7/8" Bleed size: 17 1/4" x 11 1/8" Live area: 1/4" from trim
Half Page Vertical	3 1/2" x 8 7/8"
Half Page Horizontal	7 1/4" x 4 5/8"
Quarter Page	3 1/2" x 4 1/4"

Both publications are released in print and digital version.



STC Salary Database

The Salary Database is published annually by STC based upon data from the U.S. Department of Labor's Bureau of Labor Statistics. Popular with Society members, the Salary Database is approximately 200 pages in length and offers sponsors the opportunity to reach a targeted audience in this annual publication.

The Salary Database analyzes how the economy has and will continue to influence demand for technical writers. Consumer, business, and government spending; unemployment and turnover rates, and more are examined in this comprehensive economic outlook across various industries. The database captures valuable, fact-based information for:

- Readers looking to support their request for a raise
- Managers seeking salary figures to assist in budgeting, bidding and projections
- Job seekers researching opportunities within the field, turnover and salary levels by region, and more!

Scheduled for release in November 2020, the 2019-2020 edition is a benefit to 2021 members and also available to the public for purchase. Reach technical writers and industry professionals year-round by sponsoring this one-of-a-kind publication from STC!

All SPONSORS will be acknowledged in full-page "Thank You to our Sponsors" ads placed by STC in both the Salary Database and the November 2020 issue of *Intercom* magazine.

GOLD LEVEL SPONSOR (exclusive) \$10,000

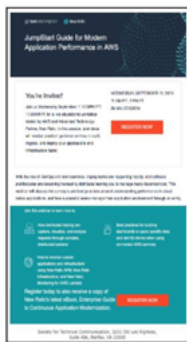
"Sponsored by" with logo on cover • Logo in footer of all pagers (excluding ad pages) • Logo and URL on Salary Database landing page • Sponsor recognition in all marketing emails sent by STC re: 2019-2020 Salary Database • Sponsor recognition during Salary Database Webinar • Two full-page ads in Salary Database - inside front cover and inside back cover • One Custom Email Blast (to be sent in 2020)

SILVER LEVEL SPONSOR (exclusive) \$5,000

Centerfold spread in Salary Database • Sponsor recognition during Salary Database Webinar • One Custom Email Blast (to be sent in 2020)

BRONZE LEVEL SPONSOR \$2,000

One full-page ad in Salary Database • Sponsor recognition during Salary Database Webinar



Custom Email to STC Members – \$1,500

In an email of up to 500 words, you can broadcast a targeted informative message about a new technology, product or service to the entire STC database or if you prefer, send it to all the Summit attendees. A button ad on the email can link to additional information on your website. With the prospect of recipients forwarding emails, your audience has the potential to expand far beyond the 3,400 on our list. Sponsor to supply the HTML or text, and any graphic elements. Spotlight emails are limited to one per month and available on a first-come, first-served basis. (*Content subject to STC approval*).

STC Monthly E-newsletter Sponsor – \$1,200 each (1200x220)

The STC monthly e-newsletter includes need-to-know membership information, industry related content and updates, educational opportunities and more to over 10,000 member and prospects. Boasting an average 35% open rate and 22% CTR. Your 1200x220 digital banner ad will be hyperlinked to the URL of your choice. Issues are released at the beginning of the each month.



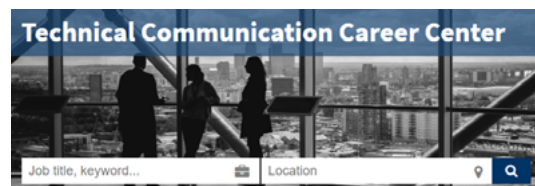
Vendor-Led Webinar – \$2,000 each

STC offers companies the opportunity to host their own webinar. Free for STC members to attend, the Society handles all of the marketing and registration. Sponsors get the full registrant list. Live webinars will be recorded and archived in the STC webinar library. Attendance varies by topic and approximately 50% of registered attendees participate in real-time while the rest watch the Webinar on demand. This is an excellent opportunity to educate STC members on your organization's area of expertise or promote your products and services. Attendance ranges from 150-200 people on average. (*Webinar topic is subject to STC approval*).

STC Job Bank – \$500/month

STC's Job Bank provides members with an outlet to search for career opportunities with leading organizations from around the world. The Job Bank and Career Center allow members to search and apply for open positions, and access resources designed to aid in their job search. This service is free to STC members. Supplement your recruitment efforts or promote your company with a banner ad on the Job Bank website.

Visit careers.stc.org



Job Bank Sponsor – As the monthly sponsor you will receive a prominently placed 300x600 Tower ad on the Career Center and sponsor recognition in all STC marketing and promotion of the Job Bank for that month. **\$500/MONTH**

WEBSITE ADVERTISING

368,000+ views per year with over 260,000+ unique visitors—35% were new visitors!
We experienced more than 139,000 impressions last year and we continue to grow!

STC WEBSITE

The STC website is the leading resource for those in the field of technical communication. With up-to-the-minute information and easy-to-navigate web pages, your company's marketing can be in front of technical communicators 24/7! This is the ideal opportunity to reach an audience of high-tech writers, editors, and graphic artists who have a very real interest in practical applications and new information for the technical communicator.

Visit www.stc.org

INTERCOM ONLINE

Intercom Online publishes articles about the issues and topics that are driving the conversation in the world of technical communication. It provides practical examples and applications of technical communication that will promote readers' professional development.

Visit www.stc.org/intercom

TECHCOMM ONLINE

TechComm Online includes both quantitative and qualitative research while showcasing the work of some of the field's most noteworthy writers. Among its most popular features are the helpful book reviews.

Visit www.stc.org/techcomm

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.

New stories and articles are added multiple times a week, sometimes daily. Both members and nonmembers are invited to comment on posts and participate in this social media platform.

Visit www.stc.org/notebook

TECHNICAL COMMUNICATION BODY OF KNOWLEDGE

TCBOK is an in-depth source for content in the technical communication field and serves as a central location for information contributed by a diverse range of practitioners, academic researchers, and teachers. It is also a central location for STC content including community content, STC periodicals, and a combination of articles and links.

Visit www.tcbok.org

ROUNDTABLE \$5,000/YEAR EXCLUSIVE SPONSOR OR \$500/MONTH

Roundtable is a NEW monthly subscription service. Each month through Roundtable, the Society delivers fresh, high-quality content, access to top experts in the technical communication field, shared resources from across the Internet, and an engaged community. Each week unique content is presented and topics change monthly. As the monthly sponsor, you will receive a large banner ad **1140 x 250** prominently placed on the Roundtable website, sponsor recognition during the webinars, and recognition as the sponsor in all STC marketing and promotional content for the Roundtable month. An annual sponsorship option is also available for additional savings.

Visit www.stc.org/roundtable

Pricing for:

STC.org • *Intercom* • *TechComm* • Notebook • TCBOK sites

AD SIZE	STC.org	<i>Intercom</i>	<i>TechComm</i>	Notebook	TCBOK
BANNER 1140 x 250 3 months	\$2,500	\$1,000	\$1,000	\$1,000	\$1,000
1140 x 250 6 months	\$4,000	\$1,800	\$1,800	\$1,800	\$1,800
1140 x 250 12 months	\$7,500	\$3,000	\$3,000	\$3,000	\$3,000
TOWER 300 X 600 3 months	\$1,600	\$800	\$800	\$800	\$800
300 x 600 6 months	\$2,800	\$1,400	\$1,400	\$1,400	\$1,400
300 x 600 12 months	\$5,000	\$2,600	\$2,600	\$2,600	\$2,600
BUTTON 300 x 250 3 months	\$1,200	\$600	\$600	\$600	\$600
300 x 250 6 months	\$1,800	\$1,000	\$1,000	\$1,000	\$1,000
300 x 250 12 months	\$3,000	\$1,800	\$1,800	\$1,800	\$1,800

Format: JPEG, PNG, GIF, or Flash format (20K max). For Flash files, please embed the link and tracking code.

STC ADVERTISING INSERTION ORDER FORM

Advertiser/Agency _____

Address _____

City _____ State _____ ZIP _____ Country _____

Main Phone _____ Website _____

Primary Contact _____ Title _____

Contact Email _____ Contact Office Phone _____ Contact Mobile Phone _____

Print Advertising

INTERCOM ADVERTISING RATES

Ad Size	1x	4x	8x
Back Cover	<input type="checkbox"/> \$1,600	<input type="checkbox"/> \$1,400	<input type="checkbox"/> \$1,000
IFC/IBC	<input type="checkbox"/> \$1,500	<input type="checkbox"/> \$1,300	<input type="checkbox"/> \$900
Full Page	<input type="checkbox"/> \$1,100	<input type="checkbox"/> \$1,000	<input type="checkbox"/> \$750
½ Page	<input type="checkbox"/> \$750	<input type="checkbox"/> \$600	<input type="checkbox"/> \$500
¼ Page	<input type="checkbox"/> \$500	<input type="checkbox"/> \$450	<input type="checkbox"/> \$400

STC Salary Database

- ☐ Gold Sponsor: \$10,000
- ☐ Silver Sponsor: \$5,000
- ☐ Bronze Sponsor: \$2,000

Digital Advertising

- ☐ Custom Email: \$1,500ea Target Run Date(s): _____
- ☐ STC E-Newsletter Sponsor: \$1,200/mo Target Run Date(s): _____
- ☐ Vendor-Led Webinar: \$2,500ea Target Run Date(s): _____
- ☐ STC Job Bank Sponsor: \$500/mo Target Run Date(s): _____
- ☐ Roundtable Sponsor: \$500/mo
- ☐ **OR** Full Year \$5,000 Target Run Dates(s) _____

Pricing for STC.org • Intercom • TechComm • Notebook • TCBOK sites

AD SIZE	STC.org	Intercom	TechComm	Notebook	TCBOK	Target Run Date(s)
BANNER 1140 x 250 3 months	<input type="checkbox"/> \$2,500	<input type="checkbox"/> \$1,000	<input type="checkbox"/> \$1,000	<input type="checkbox"/> \$1,000	<input type="checkbox"/> \$1,000	
1140 x 250 6 months	<input type="checkbox"/> \$4,000	<input type="checkbox"/> \$1,800	<input type="checkbox"/> \$1,800	<input type="checkbox"/> \$1,800	<input type="checkbox"/> \$1,800	
1140 x 250 12 months	<input type="checkbox"/> \$7,500	<input type="checkbox"/> \$3,000	<input type="checkbox"/> \$3,000	<input type="checkbox"/> \$3,000	<input type="checkbox"/> \$3,000	
TOWER 300 x 600 3 months	<input type="checkbox"/> \$1,600	<input type="checkbox"/> \$800	<input type="checkbox"/> \$800	<input type="checkbox"/> \$800	<input type="checkbox"/> \$800	
300 x 600 6 months	<input type="checkbox"/> \$2,800	<input type="checkbox"/> \$1,400	<input type="checkbox"/> \$1,400	<input type="checkbox"/> \$1,400	<input type="checkbox"/> \$1,400	
300 x 600 12 months	<input type="checkbox"/> \$5,000	<input type="checkbox"/> \$2,600	<input type="checkbox"/> \$2,600	<input type="checkbox"/> \$2,600	<input type="checkbox"/> \$2,600	
BUTTON 300 x 250 3 months	<input type="checkbox"/> \$1,200	<input type="checkbox"/> \$600	<input type="checkbox"/> \$600	<input type="checkbox"/> \$600	<input type="checkbox"/> \$600	
300 x 250 6 months	<input type="checkbox"/> \$1,800	<input type="checkbox"/> \$1,000	<input type="checkbox"/> \$1,000	<input type="checkbox"/> \$1,000	<input type="checkbox"/> \$1,000	
300 x 250 12 months	<input type="checkbox"/> \$3,000	<input type="checkbox"/> \$1,800	<input type="checkbox"/> \$1,800	<input type="checkbox"/> \$1,800	<input type="checkbox"/> \$1,800	

INTERCOM ISSUES

- ☐ January ☐ February ☐ March
- ☐ April ☐ May ☐ June
- ☐ July ☐ August ☐ September
- ☐ October ☐ November ☐ December

Technical Communication Sponsorship (\$2,500ea)

- ☐ February ☐ May ☐ August ☐ November

Payment Information

- ☐ Invoice me for payment by check ☐ Invoice me for payment by credit card
- ☐ Invoice me for payment by wire transfer
- ☐ Please charge my credit card below

STC charges a flat fee of \$25.00 USD for all payments being made by ACH/Wire Transfer to cover associated fees.

- ☐ Credit Card ☐ Visa ☐ Master Card ☐ American Express

Cardholder _____

Credit Card Number _____

Exp Date _____

Security Code _____

By signing this insertion order, the Advertiser/Agency agrees to all conditions stated in this insertion order, as well as the STC Advertising Policy. The Advertiser agrees to pay the full amount for all advertisements indicated on this agreement.

Signature _____

Title _____

Print _____

Date _____

PAYMENT POLICIES AND REQUIREMENTS

Ads will not run without up-front payment in full.
2. The undersigned agrees to pay 100% of all fees per the terms of this application made payable to STC. 3. Any company requesting to pay later than net 90 days after the receipt of invoice, agrees to pay a deposit in the amount of 10% the total fee.
4. All cancellations must be submitted to STC in writing. 10% of total fee will be retained as a cancellation fee.

ADVERTISING POLICY

Association Headquarters is the advertising sales representative for the Society for Technical Communication. All advertising agreements will be accepted by AH on behalf of STC. No insertion order or agreement will be accepted by AH or STC if the advertiser has an outstanding balance exceeding 120 days (from the date of invoice).

CANCELLATION POLICY

Print: Cancellations will be accepted up to the Space deadline for print insertions only. Cancellation requests received after this date may or may not be honored at the discretion of AH and STC. No cancellation will be accepted after the material due

date for any reason. Contracts with multiple issue months requesting cancellation for a particular month will be reviewed and revised assuming the request is received prior to the reservation deadline.

Digital: Cancellations may be accepted up to 30 days before the campaign start date. Digital campaigns exceeding 30 days in duration may be altered or stopped early, however, the advertiser is still responsible for all contracted media within 30 days. Emails: No cancellations will be honored once a contract has been accepted.

Custom Programs and Sponsorship: Due to the nature of custom and sponsorship programs, cancellations will not be accepted - please thoroughly review all details of the contract before submission.

ADVERTISEMENTS & MISSED/INCORRECT ADS

The Society for Technical Communication and its partners will not be responsible for incidental or consequential damages for errors in displaying an ad provided by the advertiser. As the advertiser, you are responsible for providing the appropriate materials for insertion by the agreed due date and all materials are subject to STC approval.

Questions? ▼

Please contact Cassie DeMoss, Industry Relations

cdemoss@stc.org • 856-380-6847