

# Society for Technical Communication 2017 Integrated Media Kit



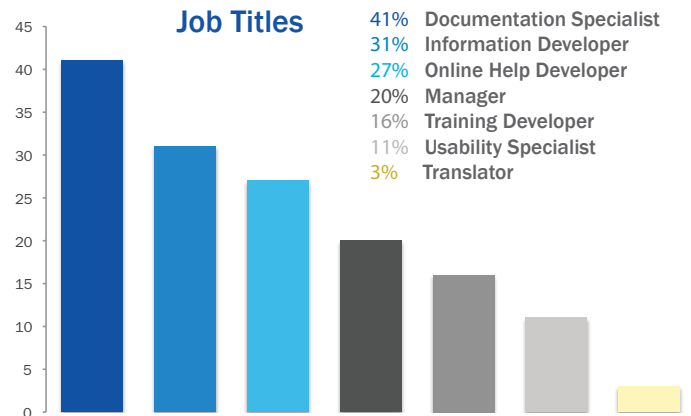
TECHNICAL COMMUNICATORS Make a Better World  
STC Makes a Better TECHNICAL COMMUNICATOR



## At-a-Glance

Founded in 1953, STC is the world's largest professional association dedicated to the advancement of the field of technical communication.

- 70% are technical writers
- 50% are employed by large corporations
- 30% are employed by small business
- 74% use publishing and content-management tools
- 82% determine the need on products purchased



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

## Advertising with STC

The Society offers advertisers a number of high-impact, low-cost, exclusive marketing opportunities through its website, online publications, and award-winning print publications, *Intercom* magazine and *Technical Communication* journal.

## What We Offer

### PRINT ADVERTISING. . . . . PAGE 3

More than 85 percent of business executives rely on business-to-business print advertising for the influence or support of purchasing decisions; more than any other media source.

Source: The Yankelovich Harris Study

### ONLINE ADVERTISING. . . . . PAGE 5

Online advertising offers a unique combination of scalability, cost-effectiveness, and unmatched tracking capabilities. Interactive advertising combines the benefits of broadcast, print, and direct mail advertising, making it a great tool both for branding and for driving transactions.

\*Bundles available.

## Advertising Sales Contact

Stacey O'Donnell, STC Interim Chief Operating Officer  
9401 Lee Highway, Suite 300, Fairfax, VA 22031-1803  
+1 (571) 366-1912 • Fax: +1 (703) 522-2075 | Email: [stacey.odonnell@stc.org](mailto:stacey.odonnell@stc.org)

*Intercom* is the #1 magazine for technical communicators worldwide. Published ten times a year, this award-winning magazine serves the profession by presenting articles on trends, tools, techniques, and professional development.

For more information, contact Stacey O'Donnell at (571) 366-1912 or [stacey.odonnell@stc.org](mailto:stacey.odonnell@stc.org).



Editorial Calendar*		
Issue	Space Deadline	Materials Close
JANUARY 2017	1 NOV 2016	15 NOV 2016
FEBRUARY 2017	1 DEC 2016	15 DEC 2016
MARCH 2017	1 JAN 2017	15 JAN 2017
APRIL 2017	1 FEB 2017	15 FEB 2017
MAY 2017	1 MAR 2017	15 MAR 2017
JUNE 2017	1 APR 2017	15 APR 2017
JULY/AUGUST 2017	1 MAY 2017	15 MAY 2017
SEPTEMBER 2017	1 JULY 2017	15 JULY 2017
OCTOBER 2017	1 AUG 2017	15 AUG 2017
NOVEMBER/DECEMBER 2017	1 OCT 2017	15 OCT 2017

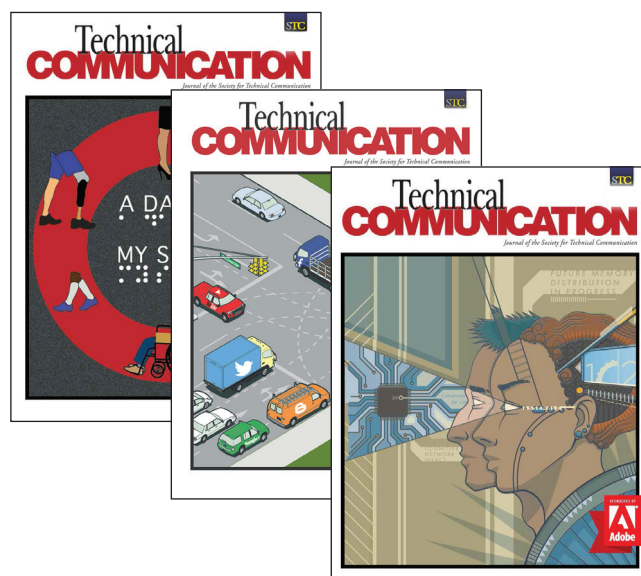
\*Editorial focus available online at, visit <http://intercom.stc.org/write-for-intercom/editorial-calendar/>. Advertising bundles available.



STC received APEX Awards in the 28th annual awards for publication excellence.

# Technical COMMUNICATION

*Technical Communication* is published quarterly and contains information to assist technical writers, editors, illustrators, and others in the field in becoming more effective professionals. Articles include reports on research, contributions to technical communication theory, case studies, tutorials, and other items of interest to technical communication practitioners in industry, government agencies, and educational institutions.



Editorial Calendar		
Issue	Space Deadline	Materials Close
FEBRUARY 2017	17 DEC 2016	31 DEC 2016
MAY 2017	4 MAR 2017	18 MAR 2017
AUGUST 2017	3 JUNE 2017	17 JUNE 2017
NOVEMBER 2017	3 SEP 2017	16 SEP 2017

## Intercom & Technical Communication Rates & Specs

Advertising Rates					
Ad Size	1x	3x	6x	9x	12x
Cover 4	\$1,650	\$1,435	\$1,215	\$1,100	\$1,015
Cover 3	\$1,525	\$1,325	\$1,120	\$1,015	\$935
Cover 2	\$1,585	\$1,385	\$1,170	\$1,055	\$975
Full Page	\$1,270	\$1,106	\$935	\$846	\$780
Half Page	\$746	\$685	\$560	\$486	\$435
Third Page	\$625	\$575	\$475	\$405	\$365
Quarter Page	\$505	\$465	\$395	\$325	\$295

Print advertising rates include monthly listing/link in email announcing Web version.

Advertising Specifications	
Ad Size	Width x Height (inches)
Covers/Full Page	Bleed: 8-5/8 x 11-1/8 Non-bleed: 7-3/4 x 10-1/4
Two Page Spread	Bleed: 17 x 11-1/8 Non-bleed: 15-3/4 x 10-1/4
Half Page Vertical	3-1/2 x 9-7/8
Half Page Horizontal	7-1/4 x 5
Third Page Square	4-3/4 x 5
Third Page Vertical	2-1/4 x 9-7/8
Quarter Page	3-1/2 x 5

Publication Trim Size: 8-3/8 x 10-7/8

Live area clearance – less 1/4" of trim size (Intercom)

Live area clearance – less 1/2" of trim size (Technical Communication)

High-resolution PDF required.

Send artwork to: [stacey.odonnell@stc.org](mailto:stacey.odonnell@stc.org)



**386,000 hits per year with almost 270,000  
UNIQUE visitors—delivering more than  
132,000 impressions from 138 different  
countries ... and GROWING!**

TRAFFIC IS UP 4% YEAR AFTER YEAR • UNIQUE VISITORS ARE UP 11%

## 1 STC WEBSITE

The STC website is the leading edge 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](http://www.stc.org)

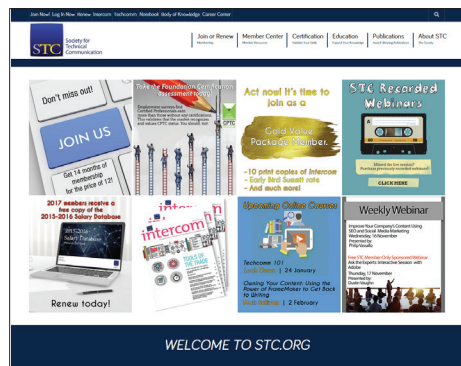
## 2 INTERCOM ONLINE

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](http://www.stc.org/intercom)

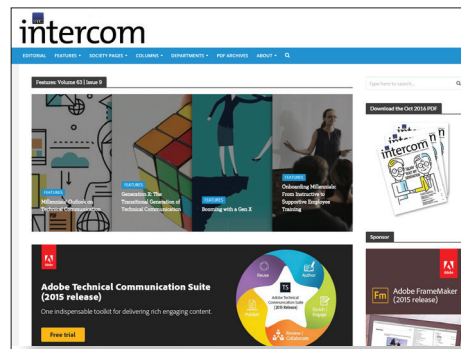
## 3 TECHCOMM ONLINE

Technical Communication 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](http://www.stc.org/techcomm)

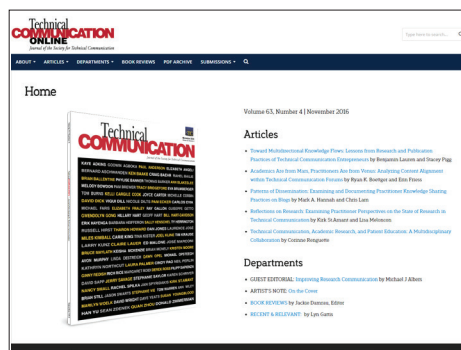
1 [www.stc.org](http://www.stc.org)



2 [www.stc.org/intercom](http://www.stc.org/intercom)



3 [www.stc.org/techcomm](http://www.stc.org/techcomm)



STC.ORG Online Advertising Page Rates (Please call for information on available pages)

Horizontal	1x	3x	6x	9x	12x
1170x400	\$1,200	\$1,170	\$1,050	\$995	\$945
1140x390	\$1,000	\$970	\$850	\$795	\$745
1140x244	\$800	\$770	\$650	\$595	\$554

Online Publication and Blog Sites (Price includes one add on each homepage only)

Horizontal Homepage ad on Intercom, TechComm, and Blog (one ad will appear on all three sites)

Horizontal	1x	3x	6x	9x	12x
1170x400	\$1,200	\$1,170	\$1,050	\$995	\$945
1140x390	\$1,000	\$970	\$850	\$795	\$745
1140x244	\$800	\$770	\$650	\$595	\$554

Online Publication and Blog Interior Ads (price includes one ad on each homepage and interior page)

Vertical	1x	3x	6x	9x	12x
782x167	\$1,500	\$1,470	\$1,350	\$1,295	\$1,245
300x200	\$800	\$770	\$650	\$595	\$554

STC Job Bank

300x200	1x	3x	6x	9x	12x
	\$800	\$770	\$650	\$595	\$554

Ads are loaded the first working day of the month.

Format: JPEG, GIF, or Flash format, 350Kb max. Not all ads can be animated.



STC received APEX Awards in the 28th annual awards for publication excellence.

Submit insertion order form, ad file, and URL by the 25th of the preceeding month ad is to appear to:

Stacey O'Donnell

Interim Chief Operating Officer

9401 Lee Highway, Suite 300, Fairfax, VA 22031-1803

+1 (571) 366-1912 • Fax: +1 (703) 522-2075

Email: [stacey.odonnell@stc.org](mailto:stacey.odonnell@stc.org)

## 4 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.

For advertising rates, see previous page.

*Ads are loaded the first working day of the month.*

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

## 5 TECHCOMM TODAY

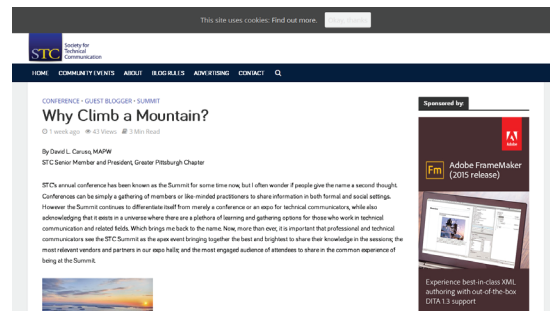
TechComm Today is a bimonthly e-newsletter emailed to over 14,000 STC members and nonmembers. It includes industry-related news plus Society Information. It is published and distributed by MultiBriefs in cooperation with STC.

For more information, please contact our publishing partner, Multiview, at 1 (460) 420-2629 or stc@multiview.com.

Online Advertising Rates	
Ad Size	Rate
<b>A: LEADERBOARD</b>	
Dimensions: 728 x 90	\$5,000
<b>B: SKYSCRAPER/HALF SKYSCRAPER</b>	
Dimensions: 120 x 600	\$4,000/3,500
<b>C: TOP/BOTTOM BANNER</b>	
Dimensions: 468 x 60	\$4,000/3,500
<b>D: PRODUCT SHOWCASE</b>	
Dimensions: 175 x 125 Five word headline; 50 word description	\$3,000
<b>E: FEATURED COMPANY AD</b>	
Dimensions: 125 x 100 Five word headline; 25 word description	\$2,500
<b>F: TRADITIONAL TEXT AD</b>	
Dimensions: 120 x 50 Five word headline; 15 word description	\$1,500

*Format: JPEG or GIF; maximum file size should be 350Kb.*

## 4 www.stc.org/notebook



# The STC Technical Communication Summit and Expo is the premier event to unveil and demonstrate new and exciting products, services, and technology to the world of technical communication.



## Save the Date!

The STC Technical Communication Summit and Expo will take place 7-10 May 2017 in National Harbor, MD at the Gaylord National Harbor.

## About the Summit

The Technical Communication Summit is one of the must-attend annual events for technical communication professionals from around the world. Each year, some of the most recognized names in technical communication give presentations, participate in panel discussions, and provide insight into where the profession is going.

Be among 40+ companies who will be showcased in the Expo! STC has multiple opportunities for both exhibitors and sponsors. Review all the opportunities on pages 8–10 and reserve your space today.

## EXHIBITOR PRODUCTS & SERVICES:

- Technical Communication Software
- CAD Software
- Consulting Services
- Database Development
- Distance Learning
- Freelance Services
- Indexing
- Information Design
- Multimedia
- Online Documentation
- Project Management
- ISO 9000
- Research
- Translation Services
- Visual Design
- And much more!

“Advertising with the STC—be it in the magazines, journals, newsletters or the Web—is a great branding opportunity for a technical communication tools vendor like Adobe. It allows us to effectively get our side of the story across to the technical communication professionals’ community, including end users and partners.”

— Saibal Bhattacharjee, Product Marketing Manager, Adobe Systems Inc.

**FOR EXHIBIT INFORMATION, SPONSORSHIP OPPORTUNITIES, AND MORE, PLEASE SEE OUR EXHIBITOR/SPONSOR PROSPECTUS.**



TECHNICAL WRITERS • USABILITY SPECIALISTS • DOCUMENTATION SPECIALISTS • WEB DESIGNERS  
ILLUSTRATORS • PROJECT MANAGERS • EDUCATORS • TRANSLATORS

# EXHIBIT BOOTHS

Please contact Stacey O'Donnell for pricing at:  
Stacy.odonnell@stc.org or 1(571)366-1912



## SPONSORSHIP OPTIONS

Sponsorship Benefits & Rates		Sponsorship Benefits & Rates	
<b>BADGE MAILING</b> Provide STC with a postcard size (4" x 6") insert and it will be included with the badges that are mailed in advance to the attendees. This is a great opportunity to invite attendees to meet with you in Rosemont. Promote your services, products, or any prize drawings your company will have during the conference.	\$2,500	<b>SUMMIT ⊕ SESSION</b> Market your company's products and services to conference attendees. Different from a Sponsored Education Session, present your 60-minute session in a draped, more casual, theater-style setting in the exhibit hall. The schedule and details of these presentations are included among the education session listings in the conference program.	\$750
<b>EMAIL BLASTS</b> With all the exhibitors attending the STC Summit, it can be hard to decide which exhibits to see first. Email addresses of pre-registrants are not made available for marketing purposes, but STC staff will send your email for you. This is a fabulous opportunity to get your product message delivered right to the inbox of attendees.	\$1,500	<b>EXHIBIT HALL REFRESHMENT BREAKS (NON-EXCLUSIVE, MULTIPLE SPONSORS NEEDED)</b> There will be at least four refreshment breaks served in the exhibit hall, including coffee in the mornings and coffee or a cold beverage in the afternoon. Your company can have its name attached to one or all of them. You may also display napkins with your company logo on each table if you desire (at your expense).	\$2,500
<b>OPENING NIGHT WELCOME RECEPTION (NON-EXCLUSIVE, MULTIPLE SPONSORS NEEDED)</b> Want to drive traffic directly to your booth? You have the opportunity to guarantee your company's exposure to attendees and improve networking opportunities by sponsoring the Opening Night Welcome Reception or the Expo Networking Lunch. Just about every conference attendee will take part in these events. STC will strategically place a buffet table near your exhibit space so everyone will be able to thank you for the delicious food. Sponsorship includes tent cards for buffet tables, large sign at entrance, and optional logo napkins (to be provided by sponsor).	\$5,000	<b>BADGE HOLDER AND LANYARD</b> Your company name will be prominently displayed and worn by every attendee throughout the conference.	\$3,000
<b>TOTE BAGS</b> Your logo will be prominently displayed on the official STC Summit totebag. Also, your marketing literature will be inserted into the bags distributed at registration.	\$4,000	<b>CONFERENCE &amp; EXPO PENS</b> Your company name will be prominently displayed on this important attendee keepsake.	\$2,000
<b>WIRELESS SPONSORSHIP</b> Help conference attendees stay connected and keep up to the minute with annual meeting events. Wireless service provides attendees access to the Internet and email throughout the meeting rooms. Information about your company will be the default screen on the computers of all attendees utilizing wireless Internet during the conference.	\$10,000	<b>SPONSORED EDUCATION SESSION WITH YOUR SPEAKERS</b> This is your opportunity to present a sponsored education session (non-marketing/sales) as part of the regular programming with speakers of your choice (topic and subject to be approved by the Program Advisory Committee). Your company will be recognized with a sign posted at the session and also noted in the program.	\$3,000
		<b>SPONSORED EDUCATION SESSION</b> Show your support of STC's education program by sponsoring a session that has already been approved by the Program Advisory Committee. Sponsors will be recognized with a sign posted at the session and noted in the program.	\$1,500
		<b>SHOW BAG INSERT</b> Be one of the select few to have your marketing piece (not to exceed 8.5" x 1.1") inserted into all attendee bags distributed at registration.	\$450

For further information on exhibiting, sponsorship, or advertising, please contact Stacey O'Donnell, Interim Chief Operating Officer, at +1 (571) 366-1912 or stacey.odonnell@stc.org.



## ADVERTISE IN THE STC SUMMIT ONSITE PROGRAM!

Distributed to all conference and Expo attendees, the Onsite Program & Exhibit Hall Guide provides the full convention schedule and information about educational sessions, vendor showcase, roundtables, and other educational and social events.

Drive traffic to your exhibit booth with an ad in the resource that attendees will read and refer to all four days of the conference and beyond. A limited amount of quarter-page, half-page and full-page ads are available for exhibitors.



STC On-Site Program Advertising Rates

Ad Size	Rate
Cover 4	\$2,000
Cover 3 or Cover 2	\$1,700
Full Page	\$1,700
Half Page	\$980
Quarter page	\$560

Contact Stacy O'Donnell for size specifications.

Please add 1/8" on all sides for bleed.

“ MadCap Software is a devoted sponsor of the STC, its local chapters, and the STC Summit. Each year, the annual conference provides us with the opportunity to connect with technical communicators, students and professionals from around the globe, to share insight and information with our colleagues, and to develop stronger relationships with our customers. ”

— David Ferriot, Marketing Manager, MadCap Software, Inc.



# Society for Technical Communication Marketing & Advertising Contract

Please print or type in the following:

Company Name

Street Address P.O. Box

City/State/Zip

Phone Fax

Web Address

Signature Date

Print Name

**Contract Authorization:** Signee agrees to abide by and be bound to all terms and conditions set forth in this contract, including the payment and cancellation terms on the reverse side.

## PAYMENT INFORMATION

Payment Methods: ☐ Bill me ☐ Credit card

STC will bill advertiser upon publication or you can supply credit card information below and STC will charge the credit card for each issue when the advertising is published.

Checks should be made payable to STC.

**Please send check payments to:**

Society for Technical Communication

9401 Lee Highway, Suite 300, Fairfax, VA 22031-1803

If payment will be made by credit card, please complete the following:

☐ Visa ☐ MasterCard ☐ American Express ☐ Discover

Amount to be charged: \$ \_\_\_\_\_

Credit Card Number

Security Code Exp. Date

Name on Card

Cardholder Signature Date

Billing Address

## STC INTEGRATED MARKETING SOLUTIONS

Check ad size, publication, and issue dates:

☐ Four Color ☐ Black & White

☐ Full-Page

☐ Half-Page ☐ Horz. ☐ Vert.

☐ Third-Page ☐ Squ. ☐ Vert.

☐ Quarter-Page

☐ Cover 2

☐ Cover 3

☐ Cover 4

## INTERCOM (10X)

☐ January 2017

☐ February 2017

☐ March 2017

☐ April 2017

☐ May 2017

☐ June 2017

☐ July/August 2017

☐ September 2017

☐ October 2017

☐ November/December 2017

## TECHNICAL COMMUNICATION (4X)

☐ February 2017

☐ May 2017

☐ August 2017

☐ November 2017

## ALL STC WEBSITES

(PLEASE REVIEW CHART ON PAGE 5)

HORIZONTAL VERTICAL

☐ 1170x400 ☐ 782x167

☐ 1140x390 ☐ 300x200

☐ 1140x244

Month(s): Cost:

_____	_____
_____	_____
_____	_____
_____	_____

☐ STC.ORG

☐ Online Publication and Blog Sites

☐ Online Publication and Blog Interior ads(only 782x167 and 300x200)

☐ STC Job Bank(only 300x200)

## STC SUMMIT SPONSORSHIP(S):

\_\_\_\_\_

## STC SUMMIT AND EXPO ONSITE PROGRAM GUIDE

☐ Full Page

☐ Half Page

☐ Quarter-Page

☐ Cover 2

☐ Cover 3

☐ Cover 4

TOTAL: \$ \_\_\_\_\_



## GENERAL CONDITIONS FOR ADVERTISING WITH STC

No advertisement shall be published unless an insertion order form and ad materials are received at the offices of STC by the closing deadline specified.

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 STC by the closing date. 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 STC by the closing deadline, placement of the advertisement is not guaranteed.

No advertisement may be cancelled after the Insertion Order Due Date.

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, is 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.

**For exhibit information, sponsorship opportunities, and more, please see our exhibitor/sponsor prospectus or contact:**

Stacey O'Donnell

Interim Chief Operating Officer

9401 Lee Highway, Suite 300, Fairfax, VA 22031-1803

+1 (571) 366-1912 • Fax: +1 (703) 522-2075

Email: [stacey.odonnell@stc.org](mailto:stacey.odonnell@stc.org)



Technical Communicators Make a Better World  
STC Makes a Better Technical Communicator

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