



Society for  
Technical  
Communication

**NEW**

# INDUSTRY PARTNER PROGRAM & **MEDIA KIT**

**CHRISTINA DEROSE, INDUSTRY RELATIONS**

cderose@stc.org • 856-437-4742

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

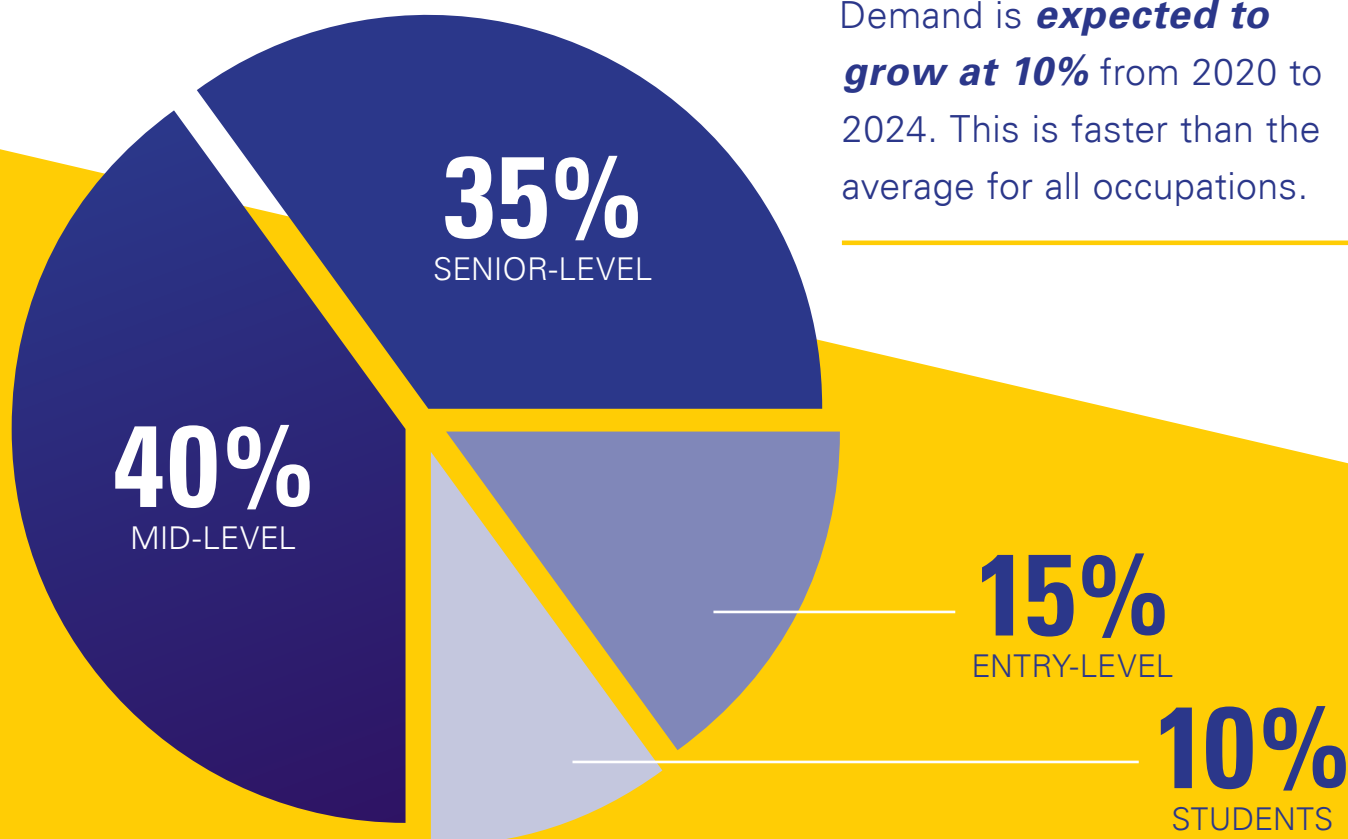


# SHOULD YOU BE MARKETING TO TECHNICAL COMMUNICATORS?

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.

# INDUSTRY PARTNER PROGRAM



Hosted by STC, the **TC Global Foresight Advisory Council** is a consortium of executives from organizations associated with the field of technical communication that advise and counsel one another in support of the technical communication discipline. Council members serve as advocates for the profession and exchange ideas with the STC Board of Directors and CEO on key trends and innovations across the globe. The Council is comprised of stakeholders from the academic community who educate our members, the industrial community that employs our members, and the vendor community that provides the tools many of our members use daily.

[Learn more on page 5 ▶](#)



**A partnership is more than advertising – it is a commitment to being open to new ideas, sharing educational content from thought leaders, delivering mutual value, and ultimately working together to drive the industry forward.**

The all-new **Industry Partner Program** has been designed by industry supporters, for industry supporters based on valuable insights into what companies in the technical communications field need from STC now. Through this collaboration, we've crafted a **program that provides valuable and flexible options** based on **your unique business goals and objectives** in reaching and accessing STC's powerful audience of **key decision-makers and influencers**.

#### **Program Details:**

- Program benefits run for 12 months based on a company's join date
- Industry Partners may join at any time
- Benefits must be used within 12 months of joining/renewing and do not rollover
- Industry Partner renewal period takes place sixty days (60) prior to the anniversary expiration

## Founding Partners

***Join before December 31, 2021 and receive 10% OFF regular rates and continue to receive 10% off in all subsequent renewal years.***

<b><i>PARTNER BENEFITS</i></b>	<b><i>GOLD</i></b> \$16,000 \$5,000 CREDIT	<b><i>SILVER</i></b> \$12,000 \$4,000 CREDIT	<b><i>BRONZE</i></b> \$8,000 \$3,000 CREDIT
Individual Gold Memberships (transferrable to new employees)	Up to 10 (\$3,400 Value)	Up to 7 (\$2,520 Value)	Up to 5 (\$1,800 Value)
Invitation for one (1) executive to join the TC Global Foresight Advisory Council*	•		
Invitation for one (1) executive to participate in the STC Annual Board Meeting	•		
Opportunity for one (1) executive to serve on an STC Committee	(based on availability)	(based on availability)	
One (1) hour sponsor-led presentation at the Summit & Expo	•	•	
Sponsorship of monthly member eNewsletter	2	1	
Recognition on the Industry Partner page on the STC website with organizational description	100-word description	50-word description	25-word description
One (1) Sponsored article on STC's <i>Notebook</i> blog	•	•	•
Acknowledgement at the Summit & Expo; welcome slides, program guide, signage, badge ribbons for all company attendees	•	•	•
Social media Partner "shout out"	•	•	•
Opportunity to join the STC Member Perks program offering discounts and special offers to members	•	•	•
Advertising in <i>Intercom</i> or Technical Communication	Full Page Premium (based on availability)	Full Page	Half Page
Sponsored Member-Only Webinars (non-CEU)	3	2	1

## YOUR CREDIT, YOUR WAY

SELECT FROM A VARIETY OF WAYS TO ENGAGE WITH AND PROMOTE TO THE STC AUDIENCE.

Credits must be used within the first 12 months of joining/renewing.

### STC SUMMIT & EXPO

- 10x10 Exhibit Booth | **\$2,000**
- Premium Exhibit Booth package with Innovation Hub session (45-min) | **\$3,200**
- Registrations | **\$950 members** | **\$1,250 non-members**

### PROMOTED SPONSORED CEU CONTENT\*

- One (1) sponsored article; STC *Intercom* **\$3,000** (max. 3,000 words; approx. 750 per page up to 4 pages)
- One (1) sponsor-led webinar | **\$2,000**

### DIGITAL ADVERTISING

- One (1) page advertorial in STC *Intercom* | **\$2,000**
- Dedicated email blast to the STC membership | **\$1,500**
- 15-day digital advertising retargeting campaign | **\$1,500**

### Six (6) months of website advertising (rotating)

- Banner on homepage/secondary pages | **\$4,000**
- Tower on homepage/secondary pages | **\$3,000**
- Button on homepage/secondary pages | **\$1,900**

\*Articles and/or webinars offering continuing education units to CPTCs must meet CEU guidelines. STC reserves the right to pre-approve all content. CEU is available to all certified STC members and any certified non-member company employees for twelve (12) months. Launch dates are assigned and scheduled by STC once content is approved and finalized.

## NEW FOR 2021 RETARGETING (ONLINE ADVERTISING)

Reach STC members with this innovative programmatic site retargeting program!  
If you're not familiar with retargeting, here is a general overview:



STC Member  
visits STC  
website



STC Member  
added to targeting  
pool



STC Member  
is shown your  
ad on other  
websites

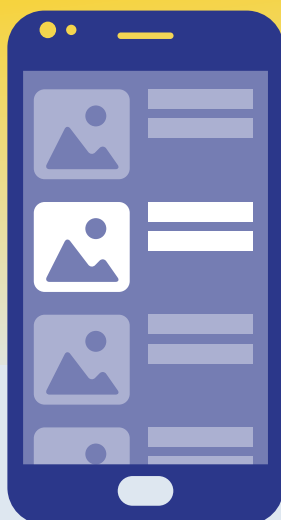


Member clicks  
ad and is  
directed to  
**YOUR WEBSITE**

### STANDARD DISPLAY



### NATIVE DISPLAY



## STANDARD DISPLAY AND NATIVE ADVERTISING CAMPAIGNS

Choose between standard display and  
native for each 15-day program.

#### COST:

**\$1,500** for each 15-day retargeting program

## PILOT RESULTS

In our pilot program, a 15-day standard display retargeting campaign generated:

**319**  
clicks

**342,000**  
impressions

**12x**  
ad frequency rate

\*Retargeting programs have different outcomes based on the overall web activity of STC Members, competitive bidding, and advertiser creative. Results may vary.

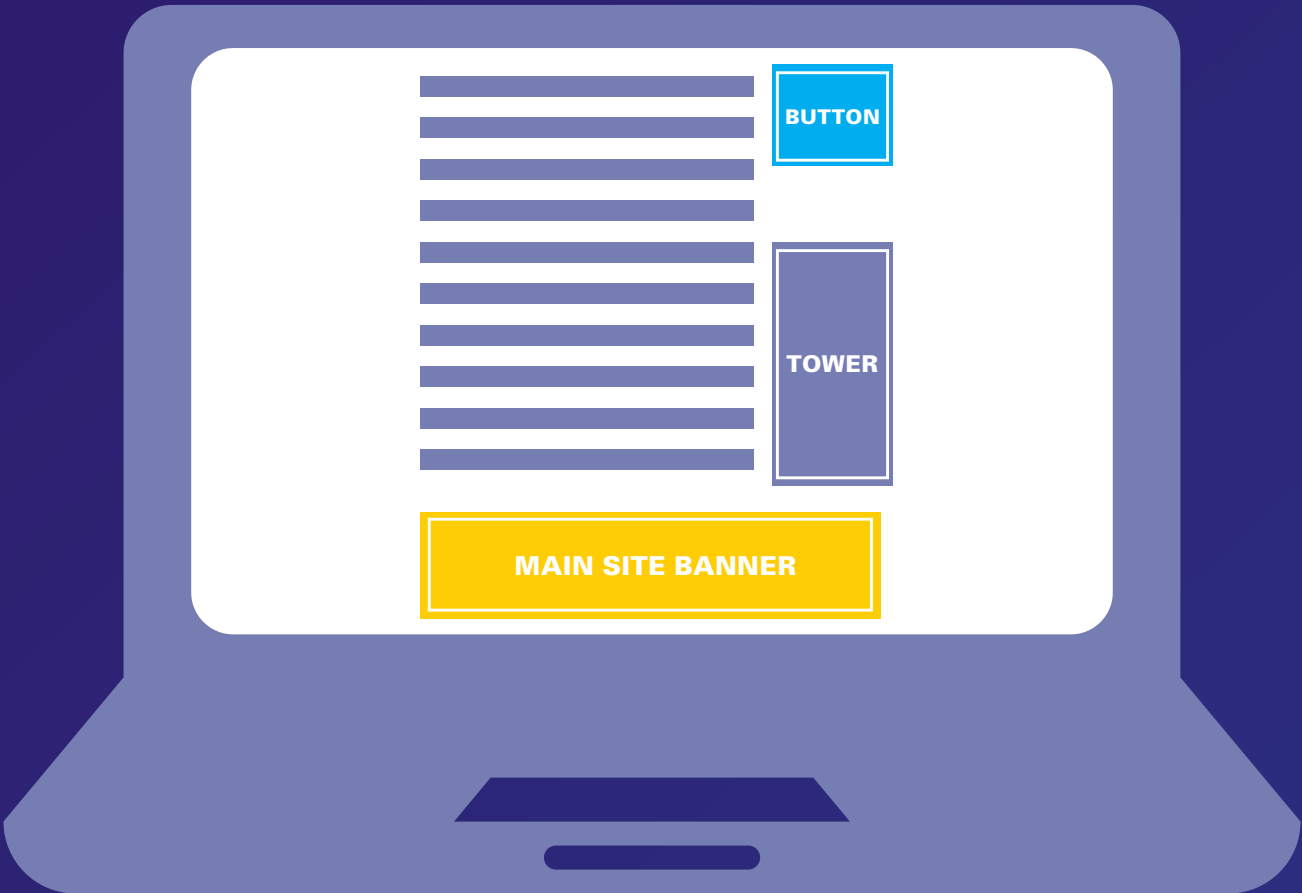


# STC WEBSITE

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

PRICING (\$)	MAIN SITE BANNER 1140x250	TOWER 300x600	BUTTON 300x250
3 Months	\$1,250	\$1,600	\$1,200
6 Months	\$2,000	\$2,800	\$1,800
12 Months	\$3,750	\$5,000	\$3,000



# 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.

## Intercom

*Intercom* is the #1 print and digital magazine for technical communication professionals worldwide. Published six 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! 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)



## JUST LAUNCHED

The new digital format allows for clickable links, embedded rich media, and new digital ad types. Your print ad appears in the digital edition, adding live links that connect readers to the landing pages of your choice. New ad types include a sidebar ad on the homepage that is visible at all times, embedded video and a call out/light-box for added content to further strengthen your brand-to-reader relationship.

## Intercom Advertising Rates

AD SIZE	RATE
Two-Page Spread, Bleed	\$2,000
Back Cover, Bleed	\$1,600
Inside Front/Inside Back, Bleed	\$1,500
Full Page	\$1,100
Half-Page Vertical	\$750
Half-Page Horizontal	\$750
Quarter-Page	\$500

## Digital Enhancements

Homepage Sidebar	\$1,000
Embedded Video	\$300 per issue
Light Box/Call Out	\$300 per issue





## STC PUBLICATIONS (continued)

### **Technical Communication**

*Technical Communication* is a quarterly academic journal distributed in BOTH print and digital formats 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.

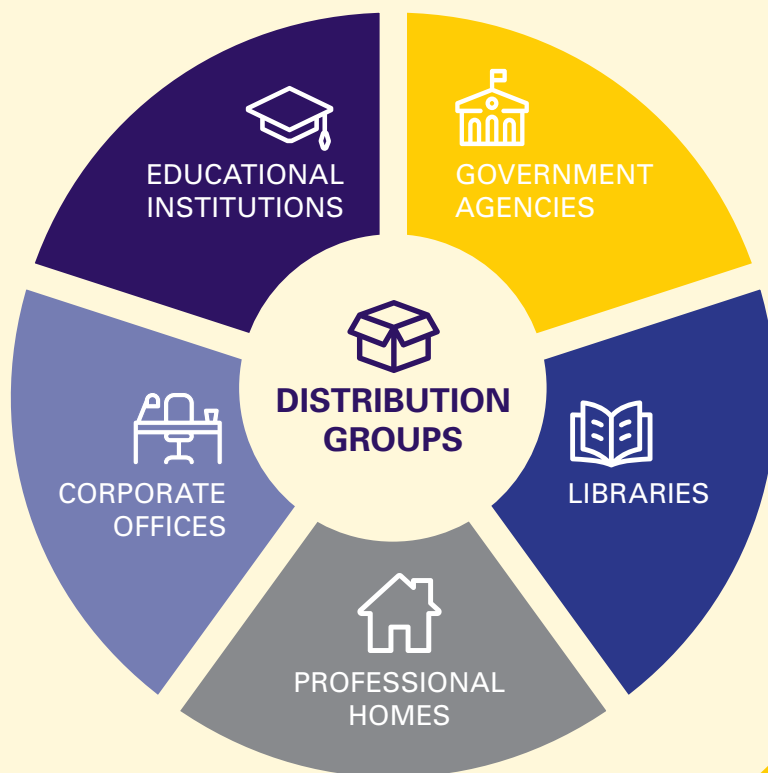
Visit [www.stc.org/techcomm](http://www.stc.org/techcomm)

### **Technical Communication Sponsorship: \$2,500/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.*



*Transforming complex  
information into usable content*



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/December 2021 issue of *Intercom* magazine.

## 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 2021, the 2020–2021 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!

### EXCLUSIVE SPONSOR \$15,000

“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: 2020-2021 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 2021)

### PARTNER SPONSOR \$3,700 UP TO 4 COMPANIES

Sponsor recognition during Salary Database Webinar • One Custom Email Blast (to be sent in 2021) • One full-page ad in Salary Database

## STC Job Bank – (exclusive) \$6,000 annually

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](https://careers.stc.org)

**Job Bank Sponsor – As the annual sponsor you will receive:**

- A 300x600 Tower ad to rotate on STC webpages for calendar year
- Company's logo, link to website, and 75-word company description posted on STC Job Bank website
- Sponsor recognition in all STC marketing and promotion of the Job Bank

Job Bank Sponsored By Writing Assistance, Inc.

STC provides members with a robust Job Bank and Career Center where they can search for career opportunities with leading organizations from around the world. In addition to identifying career opportunities, members can access resources designed to help technical communicators at every stage of their careers. The STC Salary Database, based on the U.S. Department of Labor Statistics, enables members to research their compensation level as well as compare it to other metropolitan areas. Post a resume, search the job listings, or create a personal job alert to let you know when jobs you want are available. This service is free to members.

Employers and recruiters can review resumes and post jobs. Visit the Job Bank page for pricing options and more to take advantage of the experience and skills gained by hiring STC members.

[Access the STC Job Bank](#)

Sponsored By  
**WAI** **WRITING ASSISTANCE, Inc.**  
YOUR SOURCE FOR WRITERS

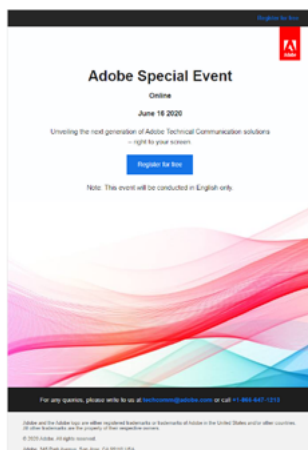
Writing Assistance, Inc. is uniquely positioned as the leading nationwide staffing agency for technical writers, copywriters, medical writers, editors, instructional designers, training developers/writers and graphic illustrators/designers. Since its founding, the company has amassed a database of more than 25,000 skilled professionals in these specialties. Visit

**ADVERTISE YOUR BUSINESS HERE**

[Learn How](#)

## 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.*)

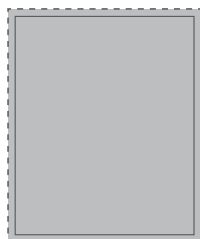


## Custom Email to STC Members – \$1,500

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.*)

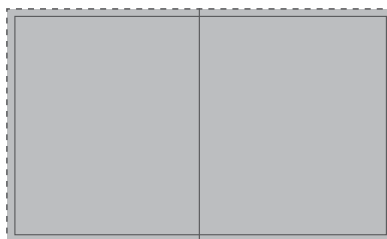
# ARTWORK SPECS

## STC *Intercom* Ad Sizes



**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



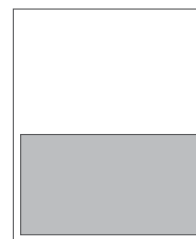
**Two-Page Spread**

Trim size: 16 3/4" x 10 7/8"  
Bleed size: 17" x 11 1/8"  
Live area: 1/4" from trim



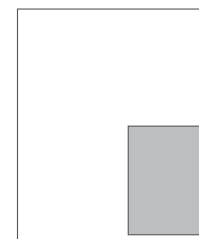
**Half-Page  
(Vertical)**

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"

## STC Publication Ad Specs:

### ACCEPTABLE DIGITAL FORMATS:

Advertisements must be created and submitted in either Adobe InDesign (include fonts and images), Adobe Photoshop (TIF format), Adobe Illustrator (EPS format) or high-resolution PDF (fonts embedded). Ads created in other programs, such as Microsoft Word or PowerPoint, will not be accepted.

### FILE SUBMISSION:

All ads for *Intercom* and *Technical Communication* must be submitted as a high-resolution PDF with the advertiser's 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).

### VIDEO AND AUDIO:

Your video or audio file should not exceed 25 MB. The media link system is made to show small formats such as commercials and spots. The media link system can handle most common media file types.

## STC.ORG WEBSITE ADS

TYPE	TARGET	SIZE	FORMAT	DPI
<b>Banner</b>	Run of Site	1140 x 250	JPG, GIF or PNG	72
<b>Tower</b>	Homepage	300 x 600		
<b>Button</b>	Secondary Page	300 x 250		

Max File Size: 100 MB

## STC MEMBER NEWSLETTER ADS:

Submit artwork and URL

SIZE	FORMAT	MAX FILE SIZE
<b>1200 x 220</b>	JPG, GIF*, or PNG	40 KB

## CUSTOM EMAIL SPECS:

Submit HTML and URL

WORD COUNT	FORMAT	PIXELS	RATIO
<b>Up to 500 words</b>	HTML or Text	500 to 700	40/60

Max File Size: 150 KB

**Note:** For color ads, the STC *Intercom* & *Technical Communication* cannot guarantee color reproduction in printed publication without a supplied contract-level color proof. Advertiser must accept printer's judgment on color if something other than a contract-level proof is submitted.



# STC INDUSTRY PARTNER PROGRAM APPLICATION

## COMPANY INFORMATION

Company Name \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ ZIP \_\_\_\_\_ Country \_\_\_\_\_

Main Phone \_\_\_\_\_ Website \_\_\_\_\_

## PRIMARY CONTACT INFORMATION

Contact Name \_\_\_\_\_ Title \_\_\_\_\_

Contact Email \_\_\_\_\_

Contact Office Phone \_\_\_\_\_ Contact Mobile Phone \_\_\_\_\_

## INDUSTRY PARTNER LEVEL

☐ Gold .....\$16,000 w. \$5,000 credit

☐ Silver .....\$12,000 w. \$4,000 credit

☐ Bronze .....\$8,000 w. \$3,000 credit

## CREDIT OPTIONS

### STC Summit & Expo

☐ 10x10 Exhibit Booth or Basic Exhibit .....\$2,000

☐ Premium Exhibit Booth package with Innovation Hub session (45-min) .....\$3,200

☐ Registrations ..... ☐ \$950 members / ☐ \$1,250 non-members value each

## PROMOTED SPONSORED CEU CONTENT\*

☐ One (1) sponsored article; STC *Intercom* .....\$3,000  
(max. 3,000 words; approx. 750 per page up to 4 pages)

☐ One (1) sponsor-led webinar .....\$2,000

## STC DIGITAL ADVERTISING

☐ One (1) page advertorial in STC *Intercom* .....\$2,000

☐ Dedicated email blast to the STC membership .....\$1,500

☐ 15-day digital advertising retargeting campaign .....\$1,500

### Six (6) months of website advertising (rotating)

☐ Banner on homepage/secondary pages .....\$4,000

☐ Tower on homepage/secondary pages .....\$3,000

☐ Button on homepage/secondary pages .....\$1,900

## PAYMENT INFORMATION

STC TAX ID: 31-4424296

☐ Invoice me for payment by check ☐ Invoice me for payment by credit card

☐ Invoice me for payment by wire transfer

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

☐ 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 \_\_\_\_\_

Please complete and submit this form to STC offices with payment and a document stating the names, job titles, emails, and information regarding their Chapter, SIG, or publication selections for the staff that are included in the above Industry Partner Program membership count, and STC will activate individual memberships. If you require invoicing for payment, or have questions, please contact the STC membership department at (571) 366-1914 or email [membership@stc.org](mailto:membership@stc.org)

## Questions?

Please contact Christina DeRose, Industry Relations • [cderose@stc.org](mailto:cderose@stc.org) • 856-437-4742

# STC ADVERTISING INSERTION ORDER FORM

Advertiser/Agency Company Name \_\_\_\_\_

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	Rate
Two-Page Spread, Bleed	<input type="checkbox"/> \$2,000
Back Cover, Bleed	<input type="checkbox"/> \$1,600
Inside Front/Inside Back, Bleed	<input type="checkbox"/> \$1,500
Full Page	<input type="checkbox"/> \$1,100
Half-Page Vertical	<input type="checkbox"/> \$750
Half-Page Horizontal	<input type="checkbox"/> \$750
Quarter-Page	<input type="checkbox"/> \$500

### Digital Publication Add-Ons

#### INTERCOM ISSUES

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

### TECHNICAL COMMUNICATION ISSUES

- ☐ February ☐ May ☐ August ☐ November

Technical Communication Sponsorship . . . . . \$2,500/issue

## STC SALARY DATABASE

- ☐ Exclusive Sponsor . . . . . \$15,000  
☐ Partner Sponsor . . . . . \$3,700

## STC JOB BANK SPONSORSHIP

- ☐ \$6,000 annually

## DIGITAL ADVERTISING

### Website Advertising

Pricing	Main Site Banner 1140 x 250	Tower 300 x 600	Button 300 x 250
3 Months	<input type="checkbox"/> \$1,250	<input type="checkbox"/> \$800	<input type="checkbox"/> \$600
6 Months	<input type="checkbox"/> \$2,000	<input type="checkbox"/> \$1,400	<input type="checkbox"/> \$900
12 Months	<input type="checkbox"/> \$3,750	<input type="checkbox"/> \$2,500	<input type="checkbox"/> \$1,500

- ☐ 15-day Digital Advertising Retargeting Campaign: . . . . . \$1,500  
☐ Custom E-Blast: \$1,500 ea.—Target Run Date(s): \_\_\_\_\_  
☐ Vendor-Led Webinar: \$2,500 ea.—Target Run Date(s): \_\_\_\_\_

## PAYMENT INFORMATION

STC TAX ID: 31-4424296

- ☐ 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 \_\_\_\_\_

### ADVERTISING POLICY

Insertion Order Requirements: All insertion orders must contain the publication name, issue month, ad size of choice, and any frequency discount (if applicable). Any information required to initiate payment (ex: internal PO #, order #, etc.) should be included on the insertion order.

Please send all insertion orders via email to Christina DeRose, cderose@stc.org.

### PAYMENT POLICIES AND REQUIREMENTS:

1. 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 30 days after the receipt of the invoice agrees to pay a deposit in the amount of 10% of the total fee.
4. All cancellations must be submitted to STC in writing. 10% of the total fee will be retained as a cancellation fee.
5. Advertisers are responsible for ensuring the accuracy of all advertising content. STC is not responsible for grammatical, spelling, or other errors appearing in the content of published advertising.
6. Advertisers assume liability for all content of published advertising, and assume responsibility for all claims against the STC Intercom & Technical Communication resulting from their advertising.
7. Requests for a specific position are not guaranteed unless the position premium has been selected in the advertising agreement.

### 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 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 AND 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 Christina DeRose, Industry Relations • cderose@stc.org • 856-437-4742