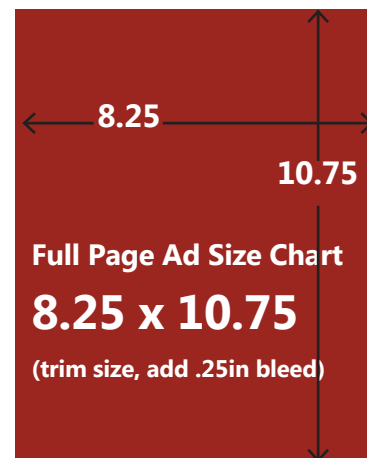


Ad Specs and Prices

Effective November 2017

SVC Bulletin

Selection	Ad Size	Width x Height (inches)	B&W	4-Color
A	Full page OBC*	8.25 x 10.75 (trim size, add .25in bleed)	NA	\$3,325
B-1	Full page IFC*	8.25 x 10.75 (trim size, add .25in bleed)	NA	\$3,150
B-2	Full page IBC*	8.25 x 10.75 (trim size, add .25in bleed)	NA	\$3,150
B-3	Full page Opposite IBC*	8.25 x 10.75 (trim size, add .25in bleed)	NA	\$3,150
B-4	Full page Opposite IFC*	8.25 x 10.75 (trim size, add .25in bleed)	NA	\$3,150
C	Full page interior	8.25 x 10.75 (trim size, add .25in bleed)	NA	\$2,825
D	Full page (Enhanced Digital)**	8.25 x 10.75 (trim size, add .25in bleed)	NA	\$650
E	1/2 page horizontal	7 x 4.875	\$1,450	\$2,275
F	1/2 page vertical	3.375 x 10	\$1,450	\$2,275
G	1/2 page island	4.875 x 7	\$1,450	\$2,275
H	1/3 page	2.25 x 10	\$1,150	\$1,850
I	1/3 page island	4.625 x 4.875	\$1,150	\$1,850
J	1/4 page	3.375 x 4.875	\$950	\$1,600



Note: Bleed is 0.25 inch
NO CROP MARKS.

TechCon Exhibit Guide and Final Program

Selection	Ad Size	Width x Height (inches)	B&W	4-Color
A	Full page OBC*	8.25 x 10.75 (trim size, add .25in bleed)	NA	\$2,985
B-1	Full page IFC*	8.25 x 10.75 (trim size, add .25in bleed)	NA	\$2,895
B-2	Full page IBC*	8.25 x 10.75 (trim size, add .25in bleed)	NA	\$2,895
B-3	Full page Opposite IFC*	8.25 x 10.75 (trim size, add .25in bleed)	NA	\$2,895
B-4	Full page Opposite IBC*	8.25 x 10.75 (trim size, add .25in bleed)	NA	\$2,895
C	Full page interior	8.25 x 10.75 (trim size, add .25in bleed)	NA	\$2,525
D	Full page (Enhanced Digital)**	8.25 x 10.75 (trim size, add .25in bleed)	NA	\$650
E	1/2 page horizontal	7 x 4.875	NA	\$1,950
F	1/2 page vertical	3.375 x 10	NA	\$1,950

*Preferred Placement Request. You must submit a Preferred Placement Request with your insertion order to reserve these spaces.

**Enhanced Digital Ad Placement opposite cover on digital version. Available only with the purchase of a full page ad in the print version. Only one assigned per issue.

2018 TechCon Website

EP-1A	Banner Ad in masthead on the TechCon Website with link (286 px wide x 215 px high)	\$895
EP-1B	Banner Ad, Right Column, top on the TechCon Website with link (276 px wide x 166 px high)	\$495
EP-1C	Banner Ad, Right Column, bottom on the TechCon Website with link (276 px wide x 166 px high)	\$395
EP-2	VISIT US NOW — Company logo with link	\$395
EP-3	Unlimited Press Releases — (Product Pages or Show Specials) on the Exhibitor's Profile page (up to 3 Press Releases)	\$95

SVC Website

W-1	Rotating Banner Ad with link on home page	240 px wide x 120 px high, static	(12 months)	\$550
W-2	Rotating Corporate Sponsor Logo with link on home page	240 px wide by 84 px high	(12 months)	\$200
W-3	Used Equipment Bulletin Board Listing	500 characters	(2 months)	\$110

SVCconnections

EM-1	Static Banner with link	200 px wide x 300 px high	(12 issues)	\$1,050
------	-------------------------	---------------------------	-------------	---------

Corporate Sponsor Newsletter – SVC TECHTalk

EM-2	Horizontal Banner with link	360 px wide x 100 px high	(4 issues)	\$3,000
EM-3	Vertical Banner with link	200 px wide x 300 px high	(1 issue)	\$600
EM-3	Vertical Banner with link	200 px wide x 300 px high	(4 issues)	\$2,100

Insertion Order

PUBLICATIONS Print And Digital	AD SELECTION Indicate A - J	ENHANCED DIGITAL (D)**	IS AD A PICK-UP?	B&W Ad Price	4-COLOR Ad Price	TOTAL PRICE
Spring 2018 Bulletin						
Summer 2018 Bulletin						
Fall 2018 Bulletin						
2018 TechCon Exhibit Guide and Final Program						
**Ad selection "D" available only with the purchase of a full page, 4-color ad in the print version of the Bulletin or The Exhibit Guide						
Print Advertising Subtotal						
Subtract 10% for two print ads on the same order						

2018 TechCon Sponsorships - Please indicate sponsorship(s) and add to cost of advertising in far right column.

<input type="checkbox"/> Bronze Sponsor	\$1,200	<input type="checkbox"/> USB Flash Drive	\$3,900	<input type="checkbox"/> Froze Treat Station in the Exhibit Hall	\$2,500
<input type="checkbox"/> Silver Sponsor	\$2,100	<input type="checkbox"/> Logo Bottle Water	\$3,750	<input type="checkbox"/> Conference Tote Bags	\$2,500
<input type="checkbox"/> Gold Sponsor	\$3,000	<input type="checkbox"/> Mobile App Splash Screen	\$3,500	<input type="checkbox"/> Exhibit Reception Sponsor	\$2,400
<input type="checkbox"/> Platinum Sponsor	\$4,000	<input type="checkbox"/> Notepad Sponsor	\$3,000	<input type="checkbox"/> Registration Web Splash Page	\$2,300
<input type="checkbox"/> Networking Lounge	\$5,000	<input type="checkbox"/> Welcome Reception Sponsor	\$3,000	<input type="checkbox"/> Hotel Registration Web Splash Page	\$1,000
<input type="checkbox"/> Beer Blast	\$4,450	<input type="checkbox"/> Specialty Coffee Cart	\$2,800		
<input type="checkbox"/> Badge Lanyard	\$4,000	<input type="checkbox"/> Tuesday Evening Networking Mixer	\$2,600		
Sponsorships Subtotal					

TechCon Website

<input type="checkbox"/> EP-1A: Banner Ad in masthead on the TechCon Website with link (286 px wide x 215 px high).....	\$895
<input type="checkbox"/> EP-1B: Banner Ad, Right Column, top on the TechCon Website with link (276 px wide x 166 px high).....	\$495
<input type="checkbox"/> EP-1C: Banner Ad, Right Column, bottom on the TechCon Website with link (276 px wide x 166 px high).....	\$395
<input type="checkbox"/> EP-2: VISIT US NOW: Link and company logo with link on the Exhibitor's Profile Page	\$395
<input type="checkbox"/> EP-3: Unlimited Press Releases (Product Pages or Show Specials) on the Exhibitor's Profile page	\$95

SVC Website

<input type="checkbox"/> W-1: Banner Ad on SVC Website (240 px wide x 120 px high)	(12 months)	\$550
<input type="checkbox"/> W-2: Corporate Sponsor Logo SVC Website (240 px wide x 84 px high).....	(12 months)	\$200
<input type="checkbox"/> W-3: Used Equipment Bulletin Board on SVC Website	(2 months)	\$110

eMarketing

<input type="checkbox"/> EM-1: SVConnections: Static Banner Ad with link (200 px wide x 300 px high)	(12 issues)	\$1,050
<input type="checkbox"/> EM-2: TECHTalk: Horizontal Banner with link (360 px wide x 100 px high)	(4 issues)	\$3,000
<input type="checkbox"/> EM-3: TECHTalk: Vertical Banner with link (200 px wide x 300 px high)	(1 issue)	\$600
<input type="checkbox"/> EM-3: TECHTalk: Vertical Banner with link (200 px wide x 300 px high)	(4 issues)	\$2,100

Digital Advertising Subtotal

PLEASE PRINT CLEARLY

Advertiser Information

Name _____ Date _____
 Company/Organization _____
 MS/Building/PO Box _____
 Street _____
 City _____ State/Province _____
 Zip/Postal Code _____ Country _____
 Telephone _____ Fax _____
 Cell or Alternate Phone _____
 eMail _____ Web Site _____

Agency Information

Name _____ Date _____
 Company/Organization _____
 MS/Building/PO Box _____
 Street _____
 City _____ State/Province _____
 Zip/Postal Code _____ Country _____
 Telephone _____ Fax _____
 Cell or Alternate Phone _____
 eMail _____ Web Site _____

TOTAL