



THE ITEA JOURNAL of Test and Evaluation

Ad Rates

THE ITEA JOURNAL AD SALES CONTACT

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Journal Specifications

Trim Size: 8 1/2 x 11 inches. Journal trims 1/8 inch off top, bottom, and outside edge. Live matter should be a minimum of 1/2 inch inside the trimmed edges, and a minimum of 1/2 inch should be allowed for the bind.

1/2-page ad

(Lateral): Width: 6 inches; Height: 4 and 1/8 inches. (Vertical): Width: 3 inches; Height: 9 inches.

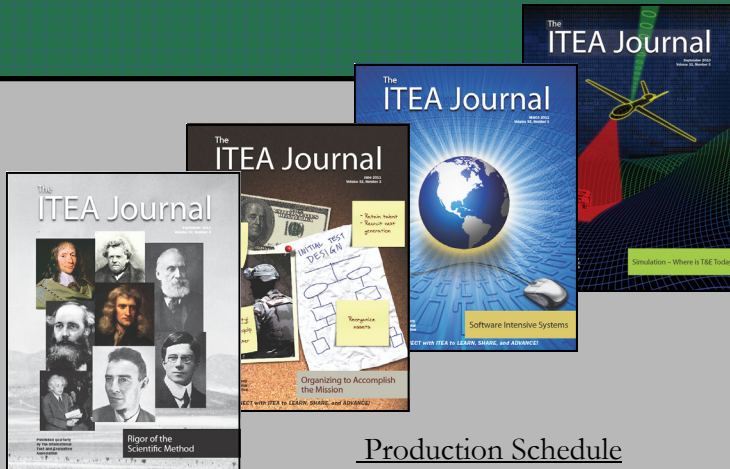
1/4-page ad

Width: 3 inches; Height: 4 and 1/8 inches

Graphics should be a minimum of 350 dots per inch. Add 1/4 inch for bleeds.

Formats: We accept TIFF or EPS format for both Macintosh and PC Platforms. We also accept files in the following native application formats: Adobe Acrobat (.pdf), Adobe Photoshop (.psd), Macromedia FreeHand (.fh), Canvas (.cvs), InDesign (.id), QuarkXPress (.qxd), Illustrator, (.ai) CorelPoint (.cdr), PowerPoint (.ppt), and Pagemaker (.pmd).

Disclaimer: All claims for errors in advertisements must be made in writing and received within ten days of publication and will be considered only for the first insertion of the advertisement.



Production Schedule

Issue	Space Reservation	Ad Material
March	1/12	1/25
June	4/12	4/25
September	7/12	7/25
December	10/12	10/25

AD Type	ITEA Partner Rates (ITEA Corporate Members, Sponsors, and Exhibitors)			Standard Rates		
	1x	2x	4x	1x	2x	4x
Cover 2	\$2500	\$2200	\$2000	\$3000	\$2700	\$2500
Cover 3	\$2420	\$2120	\$1920	\$2900	\$2600	\$2400
Cover 4	\$2740	\$2440	\$2240	\$3300	\$3000	\$2800
4-Color						
Full page	\$2100	\$1800	\$1600	\$2500	\$2200	\$2000
1/2 page	\$1700	\$1400	\$1200	\$2000	\$1700	\$1500
1/4 page	\$1300	\$1000	\$ 800	\$1500	\$1200	\$1000
2-page spread	\$3300	\$3000	\$2800	\$4000	\$3700	\$3500
Black/White						
Full page	\$1620	\$1320	\$1120	\$1900	\$1600	\$1400
1/2 page	\$1300	\$1000	\$ 800	\$1500	\$1200	\$1000
1/4 page	\$ 900	\$ 600	\$ 400	\$1000	\$ 700	\$ 500
2-page spread	\$2580	\$2280	\$2080	\$3100	\$2800	\$2600