

## 2008 TEC AWARDS PROGRAM BOOK

### Program Sponsorship • Rates & Deadlines

The TEC Awards Program is a premium-quality, magazine-sized publication that commemorates the TEC Awards ceremony. The Program Book features biographies of individual nominees and descriptions of nominated products and projects. It will be distributed to attendees at the TEC Awards ceremony in San Francisco on Friday, October 3rd, and subsequently mailed to leading production facilities and prominent members of the audio industry.

Program Sponsorship in the TEC Awards Program Book is an appropriate way to express gratitude to the industry for a nomination, promote a company's leadership role and/or indicate support for the activities and goals of the TEC Awards and the Mix Foundation for Excellence in Audio.

#### 2008 PROGRAM SPONSORSHIP RATES

Size	B&W	Size	4-Color
2-Page Spread	\$5,095	2-Page Spread	\$5,845
Full Page	\$2,625	Full Page	\$3,375
Half-Page	\$1,575	Half-Page	\$1,950
Quarter-Page	\$1,035	Quarter-Page	\$1,225

Cover positions are reserved for the TEC Awards sponsors on a first-come, first-served basis. There is a 10 percent charge for guaranteed positions.

Space reservations due: August 18, 2008

Materials due: August 26, 2007

To reserve space, please contact Eric Geer at (414) 324-6744 or email [eric@mixfoundation.org](mailto:eric@mixfoundation.org).

#### TERMS AND CONDITIONS

1. Payment due upon placement of advertisement unless credit has been established. Net 30 days from invoice upon approval of credit.
2. A 15% commission is extended to recognized advertising agencies. Accounts not paid within credit terms are subject to a forfeiture of commission. Commissions apply only to advertising charges. (NOTE: TEC Awards Sponsorships are non-commissionable)
3. Notification of cancellation must be received in writing prior to closing date. Advertising cancelled after closing date will be subject to a penalty fee equal to 50% of the applicable space and color rate of cancelled ad.
4. Unless advertiser has previously established credit with the Mix Foundation for Excellence in Audio or Penton Media, payments must accompany placement of advertisements in the TEC Awards Program Book. Credit references are required of all new accounts. Credit cannot be established until after credit has been checked and approved.

## POLICY

1. All contents of advertisements are subject to Publisher's approval. Publisher reserves the right to reject or cancel any advertisement, insertion order or position commitment at anytime without cause. Publisher reserves the right to insert the word "advertisement" above or below any advertising copy which, in the Publisher's opinion, simulates appearance of editorial content or to reject such copy in whole or part.
2. Advertisements are accepted upon the representation that advertiser and its agency have the right to publish the contents thereof. In consideration of such publication, advertiser and its agency, agree to indemnify and hold Publisher harmless against any expertise or loss by reason of any claims arising out of publication.
3. Advertisers and their agencies will be presumed to have read this rate card and agree to its conditions without further notice or contact.

Rate Card #T-24 • TEC Awards Program Book • Effective: April 1, 2008

## DIGITAL AD SPECIFICATIONS AND REQUIREMENTS

PRINTED DIRECT TO PLATE – DIGITAL ADS ONLY. NO FILM PLEASE.

### TRIM AND BLEED INFORMATION:

- Provide as one-page spread PDF not two separate pages.
- **NEW Spread Bleed ad size specs**  
**Live Area:** 15"w x 10 1/4" h (15 w 10.25)
- **Trim:** 15 1/2"w x 10 3/4" h (15.50 x 10.75) (place crop marks here-pull them out away from ad)\*  
**Bleed:** 15 3/4" w x 11" h \*\* (15.75 x 11)

\* For best results, make sure words and critical information are not split over crossover.

Gutter clearance: 3/16" total (.1875) or 5 mm.

\*\* All bleed dimensions include a 1/8" (0.125) or 3 mm head, foot, face and gutter trim.

### NEW Full Page Bleed ad size specs

- **Live Area:** 7 1/4"w x 10 1/4"h (7.25 x 10.25)
- **Trim:** 7 3/4"w x 10 3/4"h (7.75 x 10.75) (place crop marks here - pull them out)
- **Bleed:** 8"w x 11"h (8 x 11)

### NEW 1/2 Horizontal Bleed ad size specs

- **Live Area:** 7 1/8"w x 4 11/16"h (7.125 x 4.6875)
- **Trim:** 7 3/4"w x 5 3/16"h (7.75 x 5.1875) (do not include crop marks)
- **Bleed:** 8 "w x 5 5/16"h (8 x 5.3125)

**Non-bleed 1/2 Horizontal ad size specs** 6 7/8"w x 4 3/4"h (6 7/8"w x 4 3/4"h)

- Quarter Page ad size specs 3 3/8"w x 4 3/4"h (3.375 w x 4.75 h)

### ACCEPTABLE APPLICATION FILES:

1. PDF file – must have all fonts embedded.
2. Adobe Illustrator – must have all links embedded and fonts outlined PDF format preferred or EPS
3. Adobe Photoshop – flattened, 300dpi, CMYK saved in PDF format preferred or TIFF
4. Adobe InDesign – include all supporting graphic files and fonts.
  - All placed images must be TIFF, EPS or JPG formats, CMYK, 300dpi, sized @ 100%.
  - A minimum 133 lpi/300 dpi is recommended for satisfactory printing.

#### MATERIALS REQUIRED:

We request high resolution press optimized PDF files from our clients in the following format (300dpi, CMYK, all fonts embedded). Please email the ad if possible. We can receive files up to 25Mb.

- Please access our production website for detailed information regarding how to create your ad to attain the very best reproduction. **NEW** [www.pentonads.com](http://www.pentonads.com)
- If you are unable to email the file due to the file being too large for your outbox, please upload it to our new FTP address and email me the file name. User ID and Password are adclient.

**NEW** <ftp://adclient:adclient@ftpsrv2.penton.com/adclient/Mix/TECawards08>

- Keep the file name simple: example: XYZ1008Mix.pdf. This naming convention identifies the ad with your company name, followed by the month, year and publication for which the ad is intended. Avoid generic names such as "Mix.pdf".

#### PRODUCTION POLICIES:

1. Publisher will not be responsible for reproduction quality if advertising materials fail to conform to specifications and/or deadlines.
2. Type smaller than 10-point should be restricted to one-color and should not be reversed out.
3. Type smaller than 7-point cannot be guaranteed to reproduce satisfactorily.
4. If materials are incorrectly sized, Publisher reserves the right to alter them to fit the format.
5. Instructions regarding changes in advertising copy or artwork must be sent in writing. Publisher assumes no liability for the accuracy of advertising copy transmitted verbally or for any production service performed on behalf of advertisers.
6. Artwork received after materials due date will be subject to a late fee.

Please send all materials to:

Liz Turner  
Production Manager  
Penton Media Mix Magazine  
9800 Metcalf Avenue  
Overland Park, KS 66212-2216  
Ph: 913.967.1818  
**NEW:** Fax: 913.514.6630  
**NEW:** Email: [liz.turner@penton.com](mailto:liz.turner@penton.com)