

Teradata

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Advertising opportunities for The 2005 Annual Teradata
PARTNERS User Group Conference and Expo sponsors

Don't miss the deadline
June 27, 2005

To be a part of Teradata's Third Quarter 2005 Conference Issue, the advertising commitment date is **June 27, 2005**.

Advertising commitments should be sent to:

Colleen Marble, Senior Editor, Teradata Magazine
1301 Carolina Street, Greensboro, NC 27401
colleen.marble@paceco.com

Material Requirements

Digital Media Delivery: Mac formatted, 100MB Zip, 1 GB JAZ, or CD-ROM. A printed directory is to be included with the file. Note: Media will not be returned.

Software Supported: Macintosh platform, QuarkXPress, PageMaker, Illustrator, Freehand, and PhotoShop.

Preferred Files: Furnish native format files, include all screen and printer fonts, and original art as EPS or TIFFs. Be sure all files are CMYK, no PMS or spot colors. All images must be of adequate resolution to produce 150-line screen film (resolution of 300 pixels per inch at 100% scale, compatible with 2400 dpi output).

Other File Formats: PDF, TIFF-IT/P1, and DCS 2.0 files are acceptable but not preferred.

Contract Proofs: Only direct digital halftone proofs are acceptable for matching on press. Examples are Kodak Approval, Matchprint Digital, and Presstek. Standard GATF or SWOP color bars are to be included on the proof. NOTE: Color match to other proofs will not be guaranteed.

Advertising Rates

4-color ads

Cost per page (one issue):	\$7,500	2/3 page:	\$5,625
Cost per spread (one issue):	\$12,000	1/2 page:	\$4,500
Cost per page (two issues):	\$7,000	1/3 page:	\$3,375
Cost per page (three issues):	\$6,500	1/6 page:	\$2,100

Advertising Page Specifications

Trim size.....	8.5" x 10.5"	1/3 page.....	2.1" x 9.3"
Live area.....	7.5" x 9.5"	1/6 page.....	2.1" x 4.65"
Bleed size.....	8.75" x 10.75"		
2/3 page.....	4.65" x 9.3"		
1/2 page.....	7.1" x 4.65"		

Please note: No full-bleed partial ads will be accepted.

Final materials due July 18, 2005

Ship Material Prepaid To:

Production Manager/*Teradata Magazine*
Pace Communications, Inc.
1301 Carolina Street
Greensboro, NC 27401 USA
336-378-6065