

Material Requirements

Printing: Heat-set, web offset, perfect bound, trim size: 8.5"x10.5"

4 Color Process: 150 Line Screen. Overall printing maximum density of all colors cannot exceed 280%. All 4 color materials MUST be accompanied by SWOP certified color proof pulled from supplied materials. If you do not supply a proof, we will provide one at a charge of \$75.00. Preferred color proofs are: Kodak, Agfa, Fuji, Iris, Epson 5000, 7000, or 9000.

Digital Ads:

Additional production charges may be incurred if supplied ads do not follow listed specifications. Production charges are in addition to rate space. Contact the Production Manager for an estimate.

Accepted Media: Ads may be uploaded via the web on our easy, quick ad uploader.

Go to www.mspcommunications.com and log in using the following:

Username: mspads

Password: sonic

Then follow the instructions to upload. We also accept ads on CD or DVD.

Acceptable Desktop File Formats:

InDesign, Adobe Illustrator, Adobe PhotoShop and PDFs created with Acrobat Distiller ONLY. Files must be sent in Mac Format only. Images/Scans should be 300 dpi saved as a TIFF or an EPS. NO JPEG images. NO Pantone/PMS or RGB colors. 72 dpi (i.e., images pulled from a website) are NOT acceptable. All images provided on disk must be in CMYK format and color corrected. We are not responsible for color on RGB or PMS files which must be converted to CMYK! Please make sure process separation is checked for all process color builds. BW scans should be saved as grayscale or bitmap.

Accepted Fonts (all printer and screen fonts must be included with all digital files):

PostScript Type 1 or PostScript Type 3. NO TrueType fonts accepted. Use stylized fonts and do NOT use menu-styled fonts for bold, italic, or bold italic type. All fonts used in art files must be converted to outlines.

Logos and Artwork:

Logos and artwork should be EPS. Avoid rotation and cropping of images in layout program. Do not nest EPS files in other EPS files.

Please include a contact name, phone, and address with all materials.

If uploading ad materials, please fax a printed copy of ad to 612.336.9281 or e-mail a pdf proof.

Please make sure document dimensions are correct. Build pages to trim size and if bleed, extend dimensions beyond page edge by a minimum of 1/8". Keep live matter 5/16" from trim size.

All supplied materials must be labeled with return address and contact name in order to be returned.

Electronic ads produced by MSP Communications Production Department are archived for 12 months.

Any questions should be directed to the Production Manager:

Teradata Magazine, c/o MSP TechMedia

Josh Allen, Production Manager

220 South 6th Street, Suite 500, Minneapolis, MN 55402 USA

612-336-9251, jallen@msptechmedia.com

Contact Information

Kelly Carver

kcarver@msptechmedia.com

TEL: 612.336.9280 | FAX: 651.493.8152

MSP TechMedia

220 South Sixth Street, Suite 500

Minneapolis, MN 55402 USA

TERADATA
Magazine



TERADATA Magazine

2009 MEDIA KIT

Teradata Magazine provides comprehensive information and education to help companies transform data into active enterprise intelligence, allowing the entire organization to make smarter, faster decisions. Ultimately, this allows those companies to be more competitive and successful in their respective industries.



Teradata Magazine

Ad Size	1x	2x	3x	4x	Specifications
Full page bleed*	\$7,500	\$7,125	\$6,840	\$6,375	8.75" x 10.75"
Full page non-bleed	7,500	7,125	6,840	6,375	7.5" x 9.5"
2/3 page V	5,625	5,345	5,065	4,785	4.65" x 9.3"
1/2 page H	4,500	4,275	4,050	3,825	7.1" x 4.65"
1/3 page V	3,375	3,210	3,040	2,870	2.1" x 9.32"
1/6 page V	2,100	1,995	1,890	1,785	2.1" x 4.65"

Covers	1x	2x	3x	4x	Specifications
Cover 4 bleed**	\$9,120	\$8,550	\$8,210	\$7,650	8.75" x 8.125"
Covers 2, 3 bleed*	8,625	8,195	7,865	7,330	8.75" x 10.75"
2-page spread bleed*	12,000	11,400	10,800	10,200	17.25" x 10.75"
2-page spread non-bleed	12,000	11,400	10,800	10,200	16.375" x 9.875"

*Add 10% surcharge for guaranteed placement. Bleed is on left, top, and right, NOT bottom.

**Cover 4 bleed on left, bottom and right. NOT top.

Bleed Specifications:

Full page trim: 8.5" x 10.5" (Allow 1/4" bleed.)

Full page bleed: 8.75" x 10.75" Live matter should be kept 5/16" from trim of magazine (7.875" x 9.875")

Two-page spread trim: 17" x 10.5"

Two-page spread bleed: 17.25" x 10.75" (Allow 1/8" in gutter of each page to compensate for loss of image due to perfect-binding process.)

Advertising Issues and Deadlines*

Issue	Space Reservation	Digital Materials Due	Publication Date
Volume 9 Number 1	12/5/08	1/5/09	March
Volume 9 Number 2	3/3/09	3/20/09	June
Volume 9 Number 3	6/2/09	6/19/09	September
Volume 9 Number 4	8/31/09	9/18/09	December

* Dates subject to change

Auxiliary Publishing Opportunities

Customized quotes are available for Cover Tips, Tip-Ins, Ridealongs, Inserts, Supplements, White Papers, CDs, Gatefold Inserts, Bellybands, Dot Whacks, Post-It Notes, Posters and other creative marketing tactics.

