

“I have found *Technology Alabama* as a useful advertisement media for the Auburn Research Park. Since our recent opening, I can attribute one of our new tenants to the ad we placed in *Technology Alabama*.”

John D. Weete, Executive Director
Auburn Research Park

technology alabama magazine



Technology Alabama is the only comprehensive source of information on the high-tech business community throughout the state.

This quarterly magazine covers a broad spectrum of technology clusters that share a community of supply chain networks and shared interests in public policy, business management, workforce needs, quality control and intellectual property.

These technology sectors include the defense industry, information technology, biotechnology, aerospace, optics, systems engineering, software, computer and peripherals manufacturing.

Over 7,500 top executives of Alabama-based technology companies as well as select companies and individuals nationwide receive *Technology Alabama*. The magazine is also distributed to in-state universities and at technology-related trade shows and events. This creates a pass-along readership that is conservatively estimated to be 30,000 high-tech managers. These are the key decision makers of this high-growth industry sector, and they are disposed to doing business with highly qualified Alabama-based suppliers.

editorial calendar 2009

spring 2009

Space Closes: January 12
Material Due: January 19

summer 2009

Space Closes: April 17
Material Due: April 24

fall 2009

Space Closes: July 13
Material Due: July 23

winter 2009

Space Closes: October 9
Material Due: October 20

in every issue

technology briefs: A quarterly roundup of the top high-tech business news stories from around the state.

university reports: A quarterly report from Alabama's research universities on their most recent developments.

informative columns by industry experts: *Technology Alabama* works with industry professionals to keep its readers informed of trends that would impact technology companies within the state.

“*Technology Alabama*, through its inserts for the Alabama Modeling and Simulation Council (AMSC), is a wonderful medium to communicate at home and abroad Alabama’s unparalleled capability for modeling and simulation. *Technology Alabama* tells the ‘M&S story’ for the state’s M&S community-of-practice.”

**Bill Waite, President
The AEGIS Technologies Group, Inc.**

technology alabama rates:

four color

size	four times	one time
Full Page	\$1,792	\$1,972
2/3 Page	\$1,557	\$1,715
Half Page	\$1,380	\$1,514
1/3 Page	\$1,248	\$1,365
1/6 Page	\$878	\$942
Double Truck	\$3,047	\$3,353

black & white

size	four times	one time
Full Page	\$1,390	\$1,570
2/3 Page	\$1,156	\$1,313
Half Page	\$978	\$1,112
1/3 Page	\$847	\$963
1/6 Page	\$476	\$540
Double Truck	\$2,364	\$2,670

premium position:

size	four times	one time
Pages 2, 3 or inside back cover	\$2,061	\$2,268
Back Cover	\$2,240	\$2,465

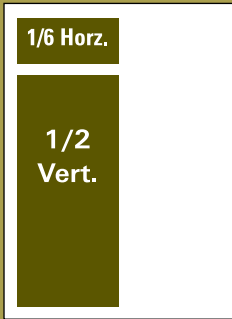
production rates:

Ads needing production or not submitted in the correct formats will be billed based on the following:

1/6 Page Ads	\$30	2/3 Page Ads	\$75
1/3 Page Ads	\$45	Full Page Ads	\$130
1/2 Page Ads	\$60	2-Page Spread	\$150

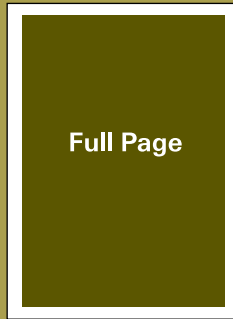
Pick-up ads with changes: \$20

mechanicals

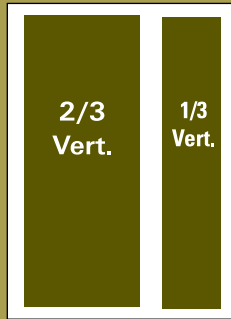


1/6 Horizontal
W: 4.625" x H: 2.25"

1/2 Vertical
W: 4.625" x H: 7.5"

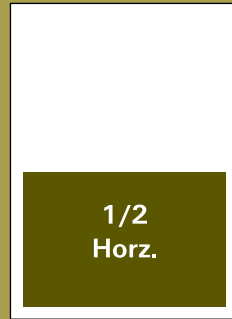


Full Page
W: 7" x H: 10"

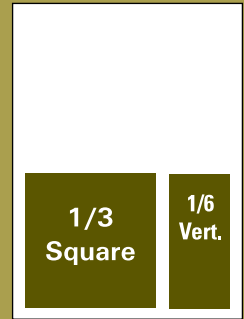


2/3 Vertical
W: 4.625" x H: 10"

1/3 Vertical
W: 2.125" x H: 10"



1/2 Horizontal
W: 7" x H: 4.875"



1/3 Square
W: 4.625" x H: 4.875"

1/6 Vertical
W: 2.125" x H: 4.875"

- **Three-Column Page Format**
- **Standard unit size in inches**
- **Bleed Ads**
Full Page bleed: 8-3/8" x 11-1/8"
Will be trimmed to: 8-1/8" x 10-7/8"
Two Page Spread bleed: 16-1/2" x 11-1/8"
Will be trimmed to: 16-1/4" x 10-7/8"

- Keep live copy within standard ad dimensions. No safety necessary for live matter in gutter on spread bleed ads. No copy within 1/4" of trim on all sides. Maximum density for four-color process is 300%

- **Printing Specifications:** Line Screen: Not to exceed 150

- **File Types:** Files for ads can be accepted in the following fomats:
 - **High resolution PDF file (preferred)**
 - **High resolution image file (tiff or jpeg)**
 - **High resolution EPS file**
 - **InDesign CS3 or lower (with images and fonts collected)**
 - **QuarkXpress 6.5 or lower (with images and fonts collected)**

Other formats such as Microsoft Publisher, PowerPoint, or Word will require rebuilding of the ad. Fees are based on ad layout charges as noted on reverse

- **Disk formats accepted are:** DVD or CD-Rom
Ads under 15 MB can be sent via e-mail to your account representative. Call your ad

representative to verify that your ad has been received.

Ads over 15 MB can be uploaded to our FTP site. Contact your account representative for FTP information.

A laser copy for black and white ads or a color copy of the ad must accompany the disk.

- **Shipping Instructions:**
All materials should be shipped flat to:

PMT Publishing
Production Manager
529 Beacon Pkwy. West, Suite 110
Birmingham, AL 35209

- **Proofs**

Proofs will be furnished upon request, and in time for approval, providing deadline dates are met. Publisher assumes no liability for errors in new copy or copy changes submitted after closing date.

Problems that will prevent us from outputting your files will result in additional production costs. PMT Publishing cannot guarantee matching color or layout to your provided proof. PMT Publishing is not responsible for errors in file production, such as trapping and overprinting issues that may alter the final printed ad.

- For more information about submitting your ad, please visit our website at www.technologyalabama.com and click on Advertising.

“Having developed advanced technical space and missile defense capabilities, Kratos is able to promote our solutions and advance our recognition through *Technology Alabama*. The shared interest in Alabama-based technology solutions makes *Technology Alabama* both a valuable resource for information and a great promotional partner.”

Bruce Ricker, Director Business Development
Kratos Defense & Security Solutions, Inc.