

WELCOME!

Thank you for your interest in MacTech Media – a combination of print and online media channels that helps you build an effective bridge to the heart of the Apple/Mac community.

At our core is *MacTech Magazine* – a monthly print publication that has been reaching the power users, consultants, netadmins, IT Pros, Enterprise, developers (in other words, the geeks!) for over 25 years. And despite the woes the economy has suffered recently, *MacTech* has grown not only in print subscribers and print advertising revenue, but print page count, unique online visitors, and with recent acquisitions, our editorial staff has doubled as well.

Surrounding *MacTech Magazine* is our online network of websites: mactech.com, our open source macforge.net site, forums.mactech.com, and our newest brand for general users, macnews.com. These sites deliver current news and meaningful content to the influencers and early adopters you need to reach. And on these sites, we offer not only traditional advertising units, but various showcases, sponsorships, SEO, and opportunities that help you interact with the audience.

Reaching decision makers and influencers is becoming increasingly difficult - reaching them with the help of *MacTech's* "bundle" approach isn't. With our bundle, we incorporate a well established print channel with new and exciting online channels - all for the same low rate. Online complements offline, and vice versa. In our case, an ad in *MacTech* magazine can be complemented by banners, sponsorships, and exposure to your multi-media assets such as product videos or screencasts. Each case is unique, so we encourage you to discuss your particular needs/wants with us.

MacTech readers **buy more**, and **advise more** than any other group in the market. This media kit contains detailed information about our readers and various products, as well as specific advertising information. Please review and let us know if you have any further information needs, or questions you would like us to address.

Like we said above, we've been doing this for over 25 years. If we were not able to help marketers grow their business, we wouldn't have made it this far.

For more information on *MacTech Magazine*, and how you can get the most for your advertising dollars, contact us today!

Voice: 877-622-2375 or 805-494-9797

Fax: 805-494-9798

Email: advertising@mactech.com

URL: www.mactech.com | forums.mactech.com | www.macforge.net

*MacTech Magazine reaches the core of the community.
Our readers advise everyone on what they should buy.
And, they are responsible for more spending per reader
than any other group in the Apple market.*



OUR GOAL

The primary goal of *MacTech* Magazine is to provide the Apple technical community with focused, current and practical “how- to ”information that will enable them to maximize productivity and minimize problems. In addition, *MacTech* provides a forum where Mac-techies are able to exchange ideas, information and breakthroughs.

PROFILE

Each issue addresses technical challenges that content creators, netadmins, IT Pros and developers encounter daily. Solutions are presented through in-depth, how-to articles, accompanied by working source code examples, written by leaders in the technical community. New products, industry trends, editorial commentary, insider information, product reviews, and the latest techniques are provided in an accurate, timely and objective fashion—factors essential for those serious about the Mac.

READERS

Reaching a unique and influential market, *MacTech* Magazine can be found in Fortune 1000 companies, educational facilities and on the cutting edge of development in 50+ countries around the globe.

Since 1984, readers have turned to *MacTech* Magazine for uncompromising technical excellence and information on the most advanced technical tools available. Whether holding senior management positions, or recommending products for corporate purchases, *MacTech* readers make up a unique and influential group.

These people demand relevant, exact and unbiased information and *MacTech* Magazine delivers it to them with each issue.

MacTech readers are asked for advice and/or recommendations all the time:

78.1% are asked daily on average

96.3% are asked at least weekly

77% of readers are interested in products for themselves including home automation, and technical home products.

*MacTech is highly regarded among its readers:
The average reader keeps back issues for 3.3 years.*



DEMOGRAPHICS

Ads in MacTech prompted readers' actions:

- 81% went to the home page of the advertiser, or purchased what was advertised.
- 9.5% called or emailed the advertiser.
- 3.5% went to the special URL promoted in the ad.
- 33% specifically use ads not for themselves, but to give advice (e.g., word of mouth).

MacTech readers use ads in MacTech to inform them about companies:

70% like looking at the ads in *MacTech* or use the ads to give them a better understanding of the company, products, or services.

58% judge a company's success by whether a company is advertising and the size of the ad, whether they are a "real company," and if a company is serious about the market.

MacTech readers are the key to major purchases:

Over the course of a year, *MacTech* readers on average specify, recommend, buy or approve \$949,749 worth of product.

MacTech readers use other operating systems in addition to Mac OS X:

- 66% of *MacTech* readers run, recommend or support Windows
- 38.6% of *MacTech* readers run, recommend or support Linux
- 34.3% of *MacTech* readers run, recommend or support Palm OS

MacTech readers specify, recommend, buy or approve the purchase of many kinds of products (answers may overlap):

Monitors and Displays	73.7%
Server Software	47.6%
Web and related Services	55.4%
Networking and Communications	57.9%
Printers	68.4%
Windows or other OS Computers	55.1%
Image/Video Input, Other Add-in Boards	58.1%
Storage Devices	68.9%
Mobile phones, devices	47.5%

MacTech readers classify themselves in the following ways for their company (answers may overlap):

Upper Management	23.3%
Manager / Decision Maker	64.6%
Sales/Marketing/Administration	28.3%
Programmer/Software Engineer	61.2%
NetAdmin / Sys Admin / IT Pro	55.9%
MIS/DP/Information Systems	25.6%
Consulting	50.6%
Web Development	46.4%
Multimedia Production	21.8%

MacTech readers are responsible for integral parts of the business (answers may overlap):

Web Sites	70.2%
Networks	53.1%
Database development	50.9%
Software Development	59.6%
Internet Connectivity	50.9%
Telecommunications	32.1%
File Services	47.9%
Internet Services	51.4%
Database services	47.6%
eMail/List Services	36.8%

MacTech readers classify their efforts in the following ways (answers may overlap):

Corporate	43.6%
Shareware/Freeware Developer	25.6%
Web Development	37.8%
Consultant	50.4%
Commercial (e.g. shrink wrap)	14.3%
Scripter	19.5%
Educational	30.3%
Hobby	44.4%
Exclusively Hobbyist (e.g., no other choices)	3.5%

MacTech readers use a variety of products, languages, or technologies:

HTML	83.5%
Java and/or Eclipse	59.3%
Scripting	71.5%
Graphic Design	47.4%
Traditional Programming (C++/Objective C, Pascal, etc.)	57.8%
DHTML, XML, etc.	41.6%
PHP	45.9%
Database development	65.2%

As well as their Mac, MacTech readers love their toys:

77% of the readers are interested in products for themselves including home automation, and technical home products.

In the next year, the average *MacTech* reader plans on spending close to \$2000 on technical home products/home automation.

81% of MacTech readers went to the home page of the advertiser, or purchased what was advertised.



Adjusted Read Circulation is over **35,841***
 Average Readership: **2.85 readers per copy**

* 26.01 issue

Subscription Base	8,512	<<< 20% growth in 2009!
Distributor/Dealer Sales	785	
Apple Authorized Training Centers.....	759	
Apple, Inc.....	50	
Education Bonus Distribution.....	250	
Bonus Distribution.....	2,000	
Other	220	
Total Printed Circulation	12,576	

Circulation of *MacTech* Magazine by Country and Region

(Percentage breakdown is taken from entire subscriber circulation)

Country	Region	Circulation
United States		88.6%
Western Region	(AK, CA, HI, OR, WA)	26.69%
Mountain Region	(AZ, CO, ID, MT, NV, NM, UT, WY)	6.68%
West South Central	(AR, LA, OK, TX)	5.68%
East South Central	(AL, KY, MS, TN)	2.10%
South Atlantic	(DE, FL, GA, MD, NC, SC, VA, WV, DC, GU, AE, AP, PR)	13.25%
West North Central	(IA, KS, MN, MO, NE, ND, SD)	5.15%
East North Central	(IL, IN, MI, OH, WI)	10.83%
Middle Atlantic	(NJ, NY, PA)	11.00%
New England	(CT, ME, MA, NH, RI, VT)	7.20%
Canada		3.2%
Australia/New Zealand		1.0%
Asia		0.9%
Other Foreign (Europe, Asia, South America, etc.)		6.3%

*The vast majority of MacTech readers
 have responsibility for technology
 in their organization.
 More than half consider themselves
 decision makers.*



WHY PRINT ADVERTISING?

We're in the tech industry, why should we advertise in print?

You're trying to sell product. You're trying to get people to your web site. You're trying to build your brand. You're fighting for market share. To do this, you need to reach new and existing customers. How are you reaching these people?

While this is certainly the tech industry and most spend their day in front of a computer, this is not the only medium utilized. **Offline channels are far more important than online advertisements.** Think about it: When was the last time you clicked on a banner ad? It takes a combined approach, which is why *MacTech* gives you a comprehensive print and online package.

Two thirds of all online search users are driven to perform their searches by "offline" channels -- with both magazine (30%) and word of mouth (36%) each influencing about one-third.

(Source: Jupiter Research Insight Consumer Survey 2007).

More than 2/3 of searchers are searching you out using branded keywords. What print does, better than any other medium in the market, is branding. This is key given how people seek you out online:

44% search by all or part of a company name.

24% search by all or part of a product/service name.

(Source: iProspect Offline Channel Influence on Online Search Behavior Study, 2007).

MacTech focuses on print advertising because this is the focus that works best in our market. Our readers are not only buying the most, but they influence the most through advice and word of mouth.

For the majority (53%) of those making \$50k+, online searches are triggered by print magazine advertising.

(Source: BIGresearch, SIMM 9 (c) 2007).

MacTech readers want to see your ad — they even ask us to get more ads. These people are spending money to read our content and learn about what's new and effective. And they're doing it on their own terms. Ads are part of that.

Print affords you the real estate you need to convey your message. You're not restricted to a catchy title and a random rotation. Everyone reading *MacTech* will see your ad and learn about you and your product/service, as well as the image you convey.

Why advertise in print? Because it works.

*Over the course of a year,
MacTech readers on average
specify, recommend, buy, or approve
\$949,749 worth of product.*

One of the most frequent requests by *MacTech* readers is "more ads". They've come to use ads as a form of information they rely on.

81% of *MacTech* readers went to the home page of the advertiser, or purchased what was advertised.

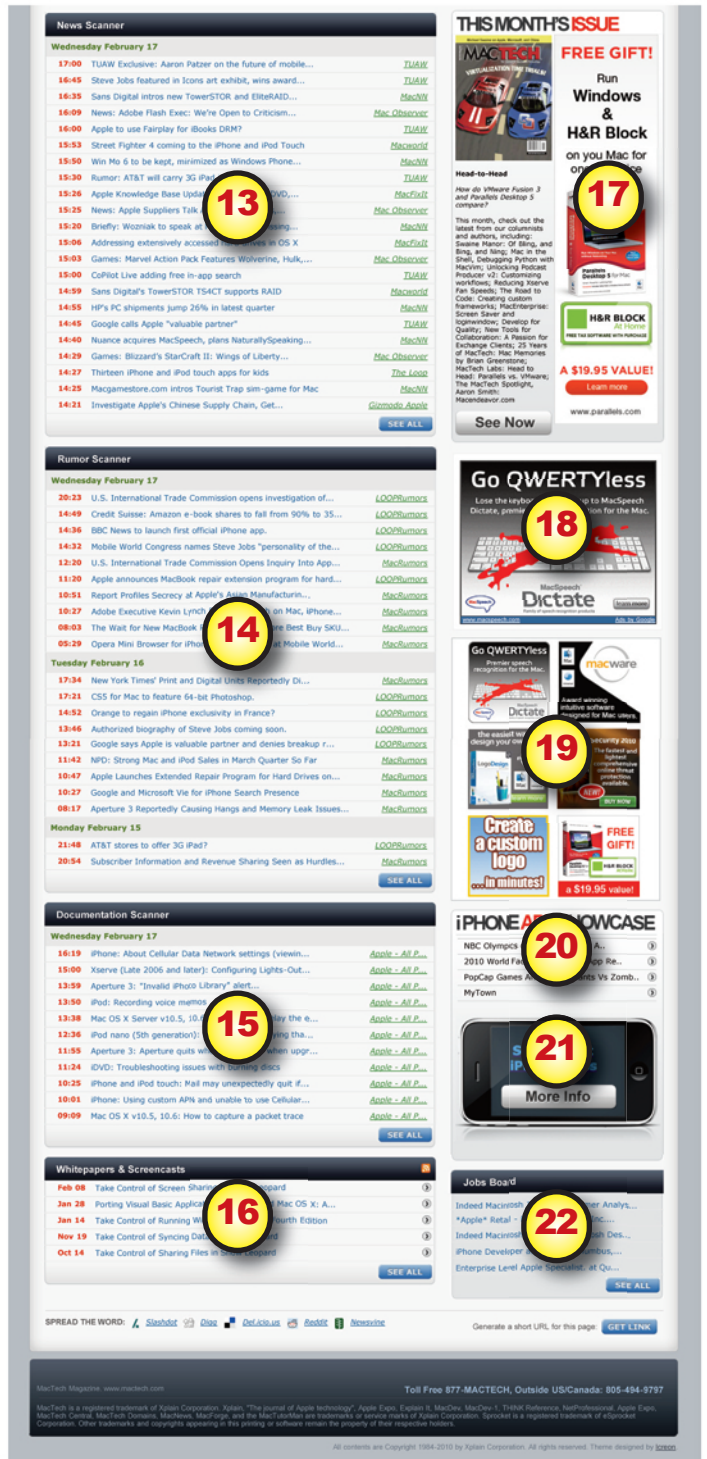


ONLINE FEATURES

MacTech's web site offers a number of features for both readers and advertisers. Primary features include:

- ADVERTISER BENEFIT:** Leaderboard banner ads (728x90) throughout site
- ADVERTISER BENEFIT:** Dedicated pages for each advertiser in Apple Expo (formerly MacTech Central)
- ADVERTISER OPTION:** Regular product raffles to showcase products
- ADVERTISER BENEFIT:** Raffles promoted in newsletter
- ADVERTISER BENEFIT:** Daily & weekly sponsored podcasts
- MacTech News, updated multiple times a day
- In box pop-ups with article synopsis
- MacTech Blogs including editorial and analysis
- KoolTools and Product Reviews
- Community wide or MacTech search
- Latest forum posts
- ADVERTISER BENEFIT:** Showcase for select advertisers and editorial
- Most relevant software updates
- News scanner updated every 15 minutes
- Rumors scanner searching the web

- Documentation scanner
- ADVERTISER BENEFIT:** Latest product videos, whitepapers, and screencasts
- ADVERTISER BENEFIT:** Wide skyscraper ad placement
- ADVERTISER BENEFIT:** 300x250 Square ad, also available within articles
- ADVERTISER BENEFIT:** 125x125 Tile ads for extra visibility
- iPhone App Showcase, top apps
- ADVERTISER OPTION:** iPhone Highlight
- Jobs scanner



ADVERTISING RATES

Black & White Monthly Rates1x	3x	6x	12x	18x	24x	
Two Page Spread	\$2250	\$2080	\$1970	\$1860	\$1745	\$1450
Full Page.	\$1275	\$1180	\$1120	\$1050	\$985	\$830
Half Page	\$770	\$710	\$670	\$640	\$595	\$495
Third Page	\$575	\$530	\$495	\$470	\$445	\$375
Quarter Page	\$425	\$390	\$370	\$350	\$325	\$275
Two Color Monthly Rates1x	3x	6x	12x	18x	24x	
Two Page Spread	\$2695	\$2490	\$2360	\$2220	\$2090	\$1750
Full Page.	\$1550	\$1430	\$1360	\$1280	\$1195	\$995
Half Page	\$930	\$860	\$810	\$770	\$720	\$595
Third Page	\$695	\$640	\$610	\$570	\$540	\$450
Quarter Page	\$495	\$460	\$430	\$410	\$385	\$330
Full Color Monthly Rates1x	3x	6x	12x	18x	24x	
Two Page Spread	\$4230	\$3910	\$3700	\$3490	\$3275	\$2735
Full Page.	\$2395	\$2220	\$2095	\$1980	\$1855	\$1560
Half Page	\$1450	\$1340	\$1270	\$1195	\$1125	\$940
Third Page	\$1090	\$1010	\$950	\$895	\$845	\$705
Quarter Page	\$795	\$740	\$695	\$660	\$615	\$520
Premium Position Monthly Rates1x	3x	6x	12x	18x	24x	
Outside Back Cover	\$3460	\$3200	\$3030	\$2850	\$2680	\$2230
Inside Front or Inside Back Cover.	\$2995	\$2770	\$2620	\$2470	\$2320	\$1975
Inside Facing Front Cover (page 1)	\$2995	\$2770	\$2620	\$2470	\$2320	\$1975
Opposite Editor's Column	\$2795	\$2590	\$2450	\$2310	\$2165	\$1795

Other Premium Positions are available, please contact the Advertising Department for details.

For magazine insert rates and data, please contact the Advertising Department.
877-622-2375 • 805-494-9797
advertising@mactech.com

- All rates are subject to change without notice.
- All prices quoted are subject to applicable taxes.
- Publisher not responsible for typographical errors.

58% of MacTech readers judge a company's success by whether a company is advertising and the size of the ad.

For the most current advertising close dates please look online at www.mactech.com/adsales/

Note: Multiple ads in the same issue earn accelerated frequency discounts.



ADVERTISING SIZE SPECIFICATIONS

Ad Sizes.....	Bleed Dimensions		Live Area Dimensions		Trim Dimensions	
	Width	Depth	Width	Depth	Width	Depth
2 Pg. Spread Bleed	17 1/4" x	11 3/8"	16 1/4" x	10 3/8"	16 3/4" x	10 7/8"
Full Pg. Bleed.	8 7/8" x	11 3/8"	7 7/8" x	10 3/8"	8 3/8" x	10 7/8"
1/2 Pg. Horiz. Bleed	8 7/8" x	5 9/16"	7 7/8" x	4 13/16"	8 3/8" x	5 7/16"
1/2 Pg. Vert. Bleed.	4 3/8" x	11 3/8"	3 1/2" x	10 3/8"	4 11/16" x	10 7/8"
1/3 Pg. Horiz. Bleed.	8 7/8" x	4 1/8"	7 7/8" x	3 5/16"	8 7/8" x	3 13/16"
1/4 Pg. Vert. Bleed.	4 3/8" x	5 9/16"	3 1/2" x	4 13/16"	4" x	5 7/16"
2 Pg. Spread (no bleed)	15 5/8" x	9 1/4"	15 5/8" x	9 1/4"	15 5/8" x	9 1/4"
Full Pg. (no bleed)	7 1/4" x	9 3/8"	7 1/4" x	9 3/8"	7 1/4" x	9 3/8"
1/2 Pg. Horiz. (no bleed)	7 1/4" x	4 5/8"	7 1/4" x	4 5/8"	7 1/4" x	4 5/8"
1/2 Pg. Vert. (no bleed)	3 1/2" x	9 1/4"	3 1/2" x	9 1/4"	3 1/2" x	9 1/4"
1/3 Pg. Horiz. (no bleed)	7 1/4" x	3"	7 1/4" x	3"	7 1/4" x	3"
1/4 Pg. Vert. (no bleed)	3 1/2" x	4 5/8"	3 1/2" x	4 5/8"	3 1/2" x	4 5/8"

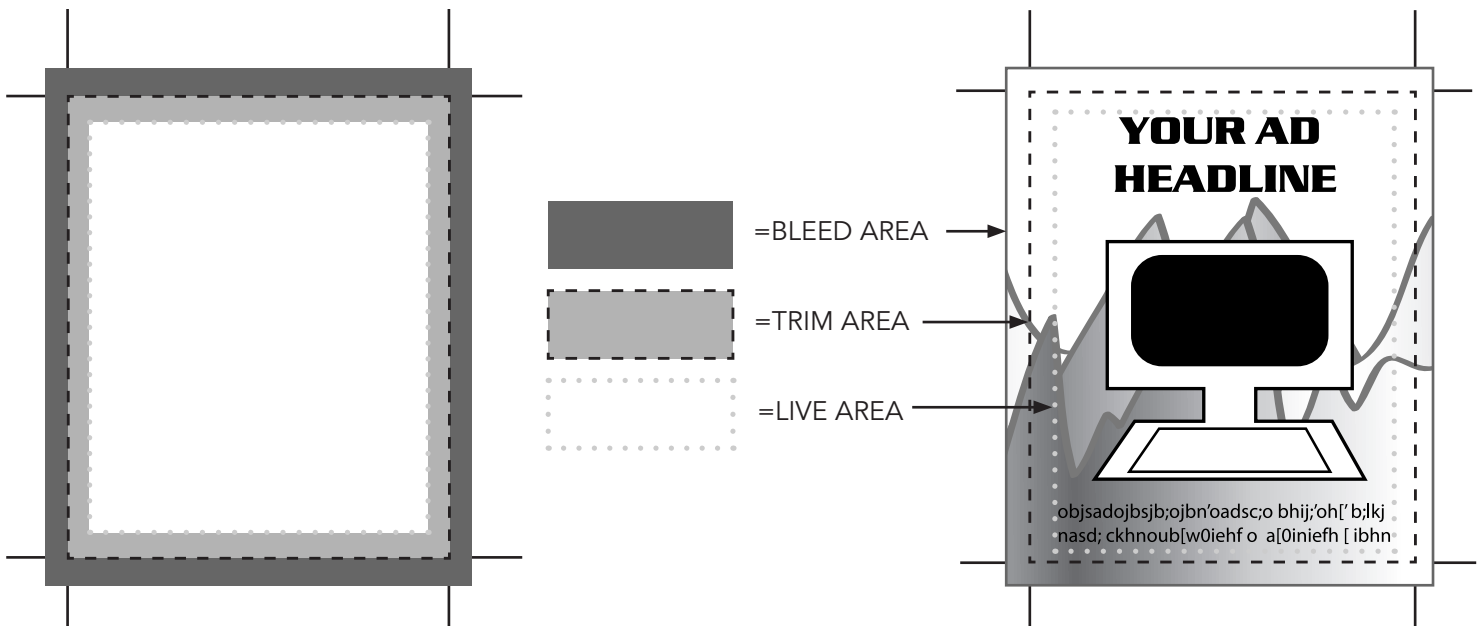
Note: Ads with no bleed will be surrounded with a border of white space.

WHAT ARE "BLEEDS?" WHAT DO YOU MEAN BY "LIVE AREA?"

MacTech magazine is 8 3/8" x 10 7/8" when it is finished. However, it is printed on larger paper than this, and trimmed down to that size. Because printing is a not-quite-exact mechanical process, the uncut sheets may move up to a quarter-inch on the press, which means that the actual trim line may be 1/4" or more inside or outside the line it is SUPPOSED to be trimmed to. Because of this, if you have artwork that you wish to go to the very edge of the paper, for example, a background color or image, you should have the artwork continue 1/4" beyond the trim line, to compensate. This extra 1/4" is called a "bleed." Conversely, if you have artwork or text you do NOT want to get cut off, you should keep it at least 1/4" away from the trim line. The area within the page that should not get cut off even allowing for trimming variations is called the "live area."

The following diagrams are designed to help you visualize how the dimensions for bleed size and live area relate to the actual page. Depending on the placement of your ad (right facing page/left facing page, top or bottom) you may want to vary the position of your live area in the design of your ad.

Contact MacTech if you have any questions about setting up the proper page geometry for your digital file.



ADVERTISING MECHANICAL SPECIFICATIONS

MacTech only accepts digital ad submissions.

- A. Closing & Issue Dates: All materials must reach our offices six weeks prior to the issue in which you want your ad to appear. Call your representative for further information, or visit our website for a regularly updated list of advertising material submission due dates.
- B. Positioning: Positioning, with the exception of Premium Positions (see Advertising Rates), is at the discretion of MacTech Magazine.
- Publication Trim Size:** 8³/₈" x 10⁷/₈".
- Bleed Size:** 8⁷/₈" x 11³/₈".
- Image Area (Live Area):** 7⁷/₈" x 10³/₈".
- Note: All bleed dimensions allow for 1/4" bleed past trim. Allow 1/4" safety inside trims for type and live area. Spreads only: to preserve live matter in the crossover, we allow 5/16" non-image (5/32" each page) in the gutter. See Bleed/Live Area Visual Guide on previous page for dimensions and additional information.
- Printing Process:**
Four-process-color (CMYK), Web Offset.
Binding Method: Perfect Bound
- Digital Ads: Ad materials submitted must adhere to MacTech's digital ad guidelines. MacTech holds no responsibility for the storage or archiving of digital ads beyond the time duration of the current space reservation contract.
- C. Media Supported: Web form upload (strongly preferred), E-Mail Attachment, CD-ROM/DVD-ROM, FTP upload(See the following page for file submission information)
- D. FILE FORMATS: The following artwork file formats are acceptable. Your ad can be created in any software program you like, provided its final form is in one of the formats listed below.
- TIFF (Flattened), CMYK mode, 300 DPI resolution.**
EPS, CMYK mode.
PDF, Print resolution (300 DPI), actual size.*

If you are sending a PDF, please save it in the PDF X/1-A format. PDFs that are not in this format run the risk of having their artwork incorrectly rendered by our layout program. In addition, a properly preflighted PDF X-1/A ensures that all fonts and attached images are included and properly formatted. Most design/illustration programs allow PDFs to be output in this format.

If you send artwork in a format other than one of these, the production department will either request that you send the proper format, or we will attempt to convert the file to the appropriate format, with no guarantee as to the accuracy of the results.

Do not send native files created in Photoshop, Illustrator, InDesign, CorelDraw or other design/illustration programs, unless specifically requested to do so by the MacTech production department.

Examples of unacceptable native-file formats: .INDD, .AI, .PSD, QXD, etc.

- E. Document Elements To Supply: If your final file requires the use of fonts or linked graphics, you must include all of them. Use ONLY TIFF or EPS formats. (DO NOT use any graphics that have been saved in the Macintosh PICT format.) Quark users should use the Collect for Output feature under the File menu.
- F. Dimensions: All ads must be set up to the proper size as indicated in the MacTech rate card mechanical specifications.
- G. Black and White Ads: All black and white ads must be set up to output as 1-color (B&W or Greyscale mode) art. No color specifications other than black should be applied to any type or art elements of a black and white ad. This will prevent unanticipated screen tints from appearing on the final film.
- H. 4-Color Ads: Be sure to pre-separate all color graphics as process CMYK EPS or TIFF files before they are placed into the electronic mechanical. DO NOT import RGB or JPEG format graphics into your document, they will be converted or rejected. Colorized linked graphics of 4-color digital ads must use the process color system in conjunction with QuarkXPress for final compositing. DO NOT use Pantone or any other color systems in your page layout software or in any linked graphics.
- I. Four-process-color (CMYK) (Includes two and three color ads with Pantone (PMS) color matches made from process color screen mixes) – Screen/Tone Density/Proofs: Maximum 150 line screen (lpi). Color proof preferred if accessible; color screen shot and b/w positive proof required. If an acceptable proof is not furnished, we will prepare an off press proof at a conversion cost of \$100 per page or partial page. All files must contain crop and register marks.

Please Note: All Pantone (PMS) color matches are printed in four process color screen mixes (Cyan, Magenta, Yellow and Black = CMYK) and therefore must be called out in all Mac documents in CMYK color mixes. Due to the technical limitations of four-process-color printing, we can make no guarantees on perfect color matches to Pantone (PMS) colors. Documents received with colors specified as Pantone (PMS) colors instead of CMYK will be rejected, or converted to CMYK at the publisher's discretion.

A Quick Checklist:

- Is all type either flattened or converted to outline?
--OR--Are all fonts included?
- Are all linked graphics included?
- Are all linked color graphics saved as process color EPS or TIFF files ONLY?
- Is a proof provided?
- Is the width and height of the ad correct?
- If it is a bleed ad, is live matter a safe distance from trim?

- J. Materials: Retained by Publisher for a limited time from closing date unless return is specifically requested. Publisher is not responsible for storing materials.

ADVERTISING SUBMISSION INSTRUCTIONS AND CLOSING DATES

You are welcome to place your ad on a CDR or DVD-R and mail it to us, but for the fastest response the best method is to send it to us electronically via e-mail or FTP upload. The following directions are for those options. To insure that files are uploaded or emailed quickly and completely, please compress your file before uploading, using a program such as Stuffit or Ziplt. If at all possible, put all files into ONE compressed archive.

Please **DO NOT** name your file "MacTech Ad". When possible, try to use the name of the company or product in the name of the archive you will be uploading, as in "YourCompany_Product_May2010.zip".

Also, **PLEASE REMEMBER TO SEND PROOFS OF ALL ADS!** Most advertisers find that a JPG or TIFF is sufficient to serve as a proof for a PDF submission. If you are concerned that it may not be, we do require 4 color proofs of the ads in order to take responsibility for them. Fax proofs are OK for B/W ads. Please contact the production department if you have questions. All ads sent without an accompanying proof can be refused, or have a color proof generated at a cost to the advertiser.

For the most up-to-date list of closing dates, and bonus distribution, see www.mactech.com/advertising/dates

To send your ad via FTP

To send your electronic files, you have two options:

A) Using a web browser, go to this URL:

<http://www.mactech.com/adsales/upload>

You will fill out a form, with some contact information and then you will be taken to a page that will allow you to browse your hard drive for the file to upload.

NOTE: This procedure should work with Mac OS and Windows XP. If you are using a different operating system, and you get a "Transfer Failed" message, you will need to use step B (below)

B) Using an FTP client program (such as Fetch or Interarchy) you will need the following information:

Host: ftp.xplain.com
User: mactech
PW: mactech

Then, you need to e-mail us at artwork@mactech.com detailing what files were uploaded and who should be contacted for further information, if needed (name, phone number and email).

To send your ad via Email

By far, the best way to send us art is using our upload web page which puts art directly into our work flow. But, if you need to send it to us via email, you can do so at:

artwork@mactech.com

with AD SUBMISSION FOR MACTECH, in the subject header and details about the ad in the body text of the e-mail, i.e., name of ad, issue in which ad is to appear, and details of who should be contacted for further information, if needed (name, phone number and email). Please be sure to attach the ad file!

To Contact Production:

E-Mail: artwork@mactech.com
Tel: 800/562-2338 or 805/494-9797 x123
Fax: 805-494-9798

More than 2/3 of MacTech readers like looking at the ads in MacTech, or use the ads to give them a better understanding of the company, products, or services.



MACTECH MAGAZINE PRINT ADVERTISING INSERTION ORDER

Company _____ First Name _____ Last Name _____ Title _____
 Address _____ City _____
 State/Province _____ Zip/Postal Code _____ Country _____
 Phone No. _____ Fax No. _____
 E-Mail Addresses 1) _____ 2) _____
 Agency _____ Contact _____
 Phone No. _____ Fax No. _____
 Address _____ City _____
 State/Province _____ Zip/Postal Code _____ Country _____

Billing Information (If different from above) _____

Reserved Issues: Please check the box for each month's issue you wish to reserve.

Y/M	01	02	03	04	05	06	07	08	09	10	11	12
2010												
2011												

Materials (check applicable):

New Materials or Repeat Ad Electronic File
 (Note: We DO NOT accept Film or Paper artwork)

Product Name _____ Type of Product _____
 Position (e.g., Premium [subject to availability]) _____
 Size: _____ Color(s): _____ Frequency: _____
 Rate per ad: \$ _____

1. The above company or agent hereby reserves advertising space in *MacTech Magazine* for the time specified in the "Reserved Months" and "Advertisement Description" sections of this agreement. Said company also agrees to pay for all advertising pursuant to this agreement, each month in full within 10 days of receiving a "tear sheet" and invoice. Outstanding balances will accrue late payment fees of 1.5% per month or portion thereof.
2. This insertion order reserves space in *MacTech Magazine* in the size and frequency indicated in the "Reserved Months" section of this agreement.
3. Companies/Agents listed above will be charged and are jointly and severally financially responsible for the agreed upon price of the advertising space indicated in this agreement.
4. *MacTech Magazine* assumes all ad copy received to be ready for publication. We are not responsible for errors in content or the quality of the original.
5. Unless agreed upon in writing, the positioning of all advertisements is at the sole discretion of *MacTech Magazine*. Premium positions are subject to change in editorial. If the position is removed, or changed, the terms of the advertising agreement will be subject to renegotiation.
6. All contents of advertisements are subject to the approval of *MacTech Magazine*. We reserve the right to reject or to cancel any advertising for any reason, or for no reason, at our sole and absolute discretion.
7. Terms and conditions, including rates, are subject to change upon notice.
8. *MacTech Magazine* shall not be liable for any cost or damages if for any reason it fails to publish an advertisement or the advertisement contains errors or omissions. *MacTech Magazine* will not be liable for any errors or omissions that are caused by any 3rd party, such as printers, production houses or mailing services. *MacTech Magazine's* liability is limited only to the direct cost of the advertisement not consequential or incidental damages, including damages and does not include subsequent damages due to the loss of business or profit.
9. This agreement will be governed by the laws of the State of California. Any dispute related to this agreement will be resolved in the Court of Ventura County, California. The prevailing party in any dispute will be entitled to reasonable attorney's fees and costs incurred in such dispute.
10. This agreement constitutes the entire agreement between advertiser and *MacTech Magazine*. Any prior agreements, promises, negotiations or representations related to print advertising in *MacTech Magazine* and not expressly set forth in this agreement are of no force and effect. Any addition to this agreement shall be of no force or effect unless it is in writing and signed by both parties.

My signature indicates that I have read and understand the conditions listed above for placing advertising in *MacTech Magazine*, and I am fully authorized by my company to do so.

Advertiser Authorized Signature _____ Name (printed) _____ Date _____

MacTech Magazine Authorized Signature _____ Name (printed) _____ Date _____