

# **;login:** the magazine of **USENIX**

2560 Ninth Street, Suite 215, Berkeley, CA 94710 • 510.528.8649 • FAX 510.548.5738

## 2009 Insertion Reservation

Publication Date(s): \_\_\_\_\_  
 \_\_\_\_\_  
 \_\_\_\_\_

Date: \_\_\_\_\_

Corporate Supporter?  yes  no  
 Is this your complimentary ad?  yes  no  
 Is this a Sponsored ad?  yes  no  
 Is this a Media Exchange ad?  yes  no

### Rate:

Full page: B/W	\$1,700	B+issue color <b>Inside Front Cover:</b> Full page	\$2,200
Full page: B+issue color	\$1,900	B+issue color <b>Inside Back Cover:</b> Full page	\$2,100
Half page: B/W	\$950	B+issue color <b>Outside Back Cover:</b> Half page	\$2,000
Half page: B+issue color	\$1,150	Note: ;login: will run in black and a predetermined Pantone color. Contact production@usenix.org for colors in a particular issue.	

7.5% discount for 3 or more paid ads per annum

Please sign and return this form by fax or mail to:  
 USENIX Association, 2560 Ninth Street, Suite 215, Berkeley, CA 94710  
 Telephone: 1-510-528-8549 Fax: 1-510-548-5738

Authorized Signature \_\_\_\_\_

Name (Please print) \_\_\_\_\_ Title \_\_\_\_\_

Company Name \_\_\_\_\_

Address \_\_\_\_\_ City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_

Phone \_\_\_\_\_ Fax \_\_\_\_\_ Email \_\_\_\_\_

Primary Contact (Please print) \_\_\_\_\_ Title \_\_\_\_\_

Phone \_\_\_\_\_ Fax \_\_\_\_\_ Email \_\_\_\_\_

### Mechanical Requirements

Space	Live Area (inches)	Trim (inches)	Bleed (inches)
Full page	7 x 10	8-3/8 x 10-7/8	8-5/8 x 11-1/8
Half page (vertical)	3-3/8 x 10	3-7/8 x 10-7/8	4-1/8 x 11-1/8
Half page (horizontal)	7 x 4-7/8	8-3/8 x 5-3/8	8-5/8 x 5-5/8

**File requirements:** Preferred format is press-ready PDF. We also accept TIF, EPS, Adobe InDesign, or QuarkXPress. EPS files must have all fonts outlined. TIF files must be 300 dpi. InDesign and Quark files must include all fonts and images. Images must be 300 dpi. Please allow at least 1/8" for any images set to bleed.

<b>Deadlines</b>	<b>Issue</b>	<b>Space Reservation</b>	<b>Materials Due</b>
	February 2009	December 5, 2008	January 9, 2009
	April 2009	February 6, 2009	March 6, 2009
	June 2009	April 3, 2009	May 1, 2009
	August 2009	June 5, 2009	June 26, 2009
	October 2009	August 7, 2009	August 28, 2009
	December 2009	October 2, 2009	October 23, 2009

- Conditions**
- All contents and design are subject to publisher's approval.
  - Notice of cancellation by advertiser must be given 7 days prior to closing date.
  - Publisher reserves the right to reject or cancel any advertising at any time.
  - Publisher reserves the right to change prices at any time.
  - The advertiser shall indemnify the publisher against any loss arising from the use by advertisers of any unauthorized name, photograph, sketch, or words protected by copyright or trademark.
  - All materials will run in a special advertising section in the back of the magazine.
  - Sample issue containing ad will be sent to the Primary Contact at Company Address.