

## **2005 TEC AWARDS PROGRAM BOOK Program Sponsorship -- Rates & Deadlines**

The TEC Awards Program Book is a premium-quality, magazine-sized publication that commemorates the TEC Awards ceremony. The Program Book features biographies of individual nominees and descriptions of nominated products and projects. It will be distributed to attendees at the TEC Awards ceremony in New York City on Saturday, October 8, and subsequently mailed to leading production facilities and prominent members of the audio industry.

Program Sponsorship in the TEC Awards Program Book is an appropriate way to express gratitude to the industry for a nomination, promote a company's leadership role and/or indicate support for the activities and goals of the TEC Awards and the Mix Foundation for Excellence in Audio.

### **2005 PROGRAM SPONSORSHIP RATES**

<b>Size</b>	<b>B&amp;W</b>	<b>Size</b>	<b>4-Color</b>
<b>2-Page Spread</b>	<b>\$4,850</b>	<b>2-Page Spread</b>	<b>\$5,600</b>
<b>Full Page</b>	<b>\$2,500</b>	<b>Full Page</b>	<b>\$3,250</b>
<b>Half-Page</b>	<b>\$1,500</b>	<b>Half-Page</b>	<b>\$2,250</b>
<b>Quarter-Page</b>	<b>\$985</b>	<b>Quarter-Page</b>	<b>\$1,735</b>

Cover positions are reserved for the TEC Awards sponsors on a first-come, first-served basis. There is a 10 percent charge for guaranteed positions.

\*Please see below for digital ad specifications and requirements.

### **DEADLINES**

**Deadline for space reservations: August 22, 2005**

**Materials due: August 29, 2005**

**To reserve space in the 21<sup>ST</sup> Annual TEC Awards Program Book, call Eric Geer at 414-967-0104 or email [eg@wi.rr.com](mailto:eg@wi.rr.com).**

### **TERMS AND CONDITIONS**

**TERMS:** Payment due upon placement of advertisement unless credit has been established. Net 30 days from invoice upon approval of credit.

**COMMISSIONS:** A 15% commission is extended to recognized advertising agencies. Accounts not paid within credit terms are subject to a forfeiture of commission. Commissions apply only to advertising charges. Advertiser material must be print ready to qualify for Agency commissions. (NOTE: TEC Awards Sponsorships are non-commissionable)

**CANCELLATIONS:** Notification of cancellation must be received in writing prior to closing date. Advertising cancelled after closing date will be subject

to a penalty fee equal to 50% of the applicable space and color rate of cancelled ad.

**NEW ACCOUNTS:** Unless advertiser has previously established credit with the Mix Foundation for Excellence in Audio or PRIMEDIA, payments must accompany placement of advertisements in the TEC Awards Program Book. Credit references are required of all new accounts. Credit cannot be established until after credit has been checked and approved.

#### **POLICY**

- 1. All contents of advertisements are subject to Publisher's approval. Publisher reserves the right to reject or cancel any advertisement, insertion order or position commitment at anytime without cause. Publisher reserves the right to insert the word "advertisement" above or below any advertising copy which, in the Publisher's opinion, simulates appearance of editorial content or to reject such copy in whole or part.**
- 2. Advertisements are accepted upon the representation that advertiser and its agency have the right to publish the contents thereof. In consideration of such publication, advertiser and its agency, agree to indemnify and hold Publisher harmless against any expertise or loss by reason of any claims arising out of publication.**
- 3. Advertisers and their agencies will be presumed to have read this rate card and agree to its conditions without further notice or contact.**

**Rate Card #T-21  
TEC Awards Program Book  
Effective: April 1, 2005**

#### **\*DIGITAL AD SPECIFICATIONS AND REQUIREMENTS**

**PRINTED DIRECT TO PLATE. WE ACCEPT DIGITAL ADS ONLY. NO FILM PLEASE.**

#### **TRIM AND BLEED INFORMATION:**

- 1. Full Page: Trim size is 8W x 10.875H.**
- 2. All live matter not intended to bleed must be at least 1/4" from trim. (7.5 x 10.375)**
- 3. A 1/8" bleed on all four sides is required for correct trim. (8.25 x 11.125)**
- 4. Spread ads should be designed as 2 separate pages and labeled left or right.**
- 5. Half page: 6.875W x 4.75H; Quarter page 3.375 W x 4.75 H.**

#### **ACCEPTABLE APPLICATION FILES:**

- 1. Adobe InDesign – include all supporting graphic files and fonts.**
- 2. Adobe Illustrator – must have all links embedded and fonts outlined.**
- 3. Adobe Photoshop – flattened, 300dpi, CMYK, TIFF format only.**
- 4. PDF file – must have all fonts embedded.**

- All fonts must be Adobe PostScript Type1. TrueType fonts are NOT acceptable.
- All graphic files must be TIFF or EPS formats, CMYK, at least 300dpi using no compression and sized to 100%. DO NOT USE JPEGS OR GIFS.
- A minimum 133-line screen is recommended for satisfactory printing.

#### **MATERIALS REQUIRED:**

1. Zip or CD containing your finished artwork file. Files may be sent via email if under 10mb and compressed with "Stuff It" or "WinZip."
2. For larger files, please call or email for FTP information.
3. A FINAL digital proof that is printed at 100% must be sent. Ads sent via email or FTP should supply a PDF proof or send hard copy separately.
  - Advertisers will be notified if our output findings are problematic.
  - We cannot take responsibility for problems inherent in the files.

#### **REPRODUCTION QUALITY:**

1. Publisher is not liable for color accuracy or reproduction quality if approved proof is not supplied by advertiser.
2. Up to a 10% dot gain or enlargement on press can be expected.
3. Type smaller than 10-point should be restricted to one-color and should not be reversed out.
4. Type smaller than 7-point cannot be guaranteed to reproduce satisfactorily.

#### **PRODUCTION POLICIES:**

1. If materials are incorrectly sized, Publisher reserves the right to alter them (subject to an additional charge) to fit the format.
2. Instructions regarding changes in advertising copy or artwork must be sent in writing. Publisher assumes no liability for the accuracy of advertising copy transmitted verbally or for any production service performed on behalf of advertisers.
3. Publisher will not be responsible for reproduction quality if advertising materials fail to conform to Publisher's specifications and/or deadlines.
4. Artwork received after materials due date will be subject to a late fee.

**PLEASE SEND ALL MATERIALS TO:** Liz Berg, Production Director  
Email: [liz@nomadprinting.com](mailto:liz@nomadprinting.com)  
4782 Mintwood Dr.,  
Concord, CA 94521  
Phone (510) 701-8637  
Fax (925) 889-2074