

THE magazine specifically devoted to physical and mechanical testing and environmental simulation

Online Advertising on “Coming Events” Web Page

Rates effective March 15, 2013

Possible Ad Uses: Advertising on TEST Engineering & Management’s Coming Events web page might be used by describing your organization; what you provide; other educational events you offer; instructors who are “selling points” for your events; special materials or tours you offer as part of your events; quotes from satisfied attendees of earlier events; how long you’ve been offering such events.

Advertising Types: Advertising on TEST Engineering & Management’s Coming Events web page is available in two ways:

- 1. PAGE-SPONSOR ADS**—Two positions are available at the top of the Coming Events web page, immediately visible to visitors. These advertisers will be identified as “sponsors” of TEST’s Coming Events page as a whole.
- 2. IN-LISTING ADS**—One In-Listing ad may be placed after each event listing on TEST’s Coming Events web page. Each In-Listing ad may promote only the event or the company or the organization that corresponds to that specific Coming Events listing. However, a company or organization may place as many In-Listing ads as it has events listed on TEST’s Coming Events web page.

Note: Events themselves are listed, free, and at the sole discretion of the publisher. See also the PDF, “How to submit Coming Events items for TEST’s web page.”

Linking: Each ad, whether a Page-Sponsor ad or an In-Listing ad, may be linked to its own unique “landing site” on the advertiser’s website. If a unique “landing site” is not specified by the advertiser, the ad will be linked to the home page of that advertiser’s website.

Specifications: Page-Sponsor ads should be RGB PNG, JPG, or GIF files that are 300 x 300 pixels, height and width. In-Listing ads should be RGB PNG, JPEF, or GIF files that are 450 pixels wide x 150 pixels high.

Design Services: In the event the advertiser cannot provide a suitable digital file, TEST will prepare the file from a high-quality full-color digital file or a high-quality reproducible print for a one-time fee of \$50.00.

Rates: Page-Sponsor Ads—as low as \$1.25 a day per ad:

\$50.00 for first month (minimum)	\$138.00 for three months
\$250.00 for six months	\$450.00 for one year

In-Listing Ads—\$1.00 a day per ad:

\$30.00 for first month (minimum)
After 30 days, add \$1.00 a day per ad until (1) advertiser instructs us to stop running the ad; or (2) the event date causes it to cycle off the web page.

CONTACT: Eve Mattingley-Hannigan, Publisher (510) 839-0909.

• PHONE: (510) 839-0909	• FAX: (510) 839-2950
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Rates subject to change on 30 days’ notice.

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Online Advertising on “TEST Reports” Web Page

Rates effective March 15, 2013

Possible Ad Uses: Advertising on TEST Engineering & Management’s TEST Reports web page might be used to describe your organization; what you provide; what you’re on the brink of doing; why readers should keep an eye on your company; how long you’ve been in business.

Advertising Types: Advertising on TEST Engineering & Management’s TEST Reports web page is available in two ways:

- 1. PAGE-SPONSOR ADS**—Two positions are available at the top of the TEST Reports web page, immediately visible to visitors. These advertisers will be identified as “sponsors” of TEST’s TEST Reports page as a whole.
- 2. IN-LISTING ADS**—One In-Listing ad may be placed after each event listing on TEST’s TEST Reports web page. Each In-Listing ad may promote only the company or the organization that corresponds to that specific TEST Reports news item. However, a company or organization may place as many In-Listing ads as it has news items on TEST’s TEST Reports web page.

Note: News items themselves are listed, free, and at the sole discretion of the publisher. See also the PDF, “How to submit TEST Reports items for TEST’s web page.”

Linking: Each ad, whether a Page-Sponsor ad or an In-Listing ad, may be linked to its own unique “landing site” on the advertiser’s website. If a unique “landing site” is not specified by the advertiser, the ad will be linked to the home page of that advertiser’s website.

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