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 techs!) for 28 years. And despite the woes the economy has suffered in recent years, MacTech has grown nicely. And, with recent acquisitions, our editorial staff has doubled as well – and we’re growing more in 2012.

Surrounding MacTech Magazine is our online network of websites: mactech.com, macforge.net (our open source site), forums.applecentral.com, and our 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 bundles, 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. Think about it: who do you ask for technology advice … a tech! This media kit contains detailed information about our readers and various products, as well as specific advertising info. Please review and let us know what else you need to know, or questions you would like us to address.

Like we said above, we’ve been doing this for 28 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
URLs: www.mactech.com | forums.applecentral.com
                  www.macforge.net | www.macnews.com

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.
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 Apple/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, objective fashion—factors essential for those serious about Apple products.

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 technical excellence and information on the most advanced products and services available. Whether holding senior management positions, recommending products for corporate purchases, or simply being influencers in the community, MacTech readers make up a unique and influential group.

MacTech is highly regarded among its readers: The average reader keeps back issues for 3.3 years.
MACTECH EVENTS 2012

In addition to the print magazine and web site, MacTech conducts live events – both multi-day conferences and one-day seminars. There are three event series, each serving a different need. See below for a description of each.

Where in 2010, MacTech had a single event, and in 2011, we had seven events, in 2012, MacTech has 15 events across the country. For information on the cities and dates which these events are appearing, see our locations page at http://www.mactech.com/events/locations

Advertisers are eligible for special pricing. Custom and multiple event packages/pricing are available. For sponsorship options, see http://www.mactech.com/events/sponsorships or contact us.

MACTECH CONFERENCE

MacTech Conference is our annual 3 day event for IT Pros, Enterprise, and programmers/developers. This is an international event: from speakers to attendees, those in the industry come from all over the US and countries around the globe. (2011 had registrations from 40 states and 15 countries). For more information, see http://www.mactech.com/conference

MACTECH BOOTCAMP

MacTech Boot Camp is specifically designed for those techs and consultants supporting consumers, small office/home office (SOHO), and small-to-medium sized businesses (SMB). This one day, hotel-based, seminar is designed specifically to help you be the most successful consultant you can be. For more information, see http://www.mactech.com/bootcamp

MACTECH INDEPTH

MacTech InDepth events focus on a single topic for the day, covering it from top to bottom. Based on MacTech’s proven approach for delivering a great deal of content in a short period of time, MacTech’s events combine expert speakers with hand-picked vendors to bring attendees a solid understanding of the main issues surrounding a topic, answers and methodology, as well as offerings by leading solution providers. For more information, see http://www.mactech.com/indepth

MacTech’s live events have enjoyed incredible success amongst attendees and sponsors.

90-95% or more of attendees speak directly with sponsors at the event.

The majority of our attendees don’t attend conferences and expos regularly. Less than 30% make it a regular pattern.

96% of attendees would recommend the event to others looking for the content covered.

“Microsoft is excited to be a sponsor of all fifteen MacTech events in 2012. MacTech has consistently given us one of the most valuable ways for us to connect with consultants and IT Pros recommending and supporting Microsoft Office for Mac. In fact, MacTech Conference was the best Apple related show we have been a part of in the last 2 years.”

- Susie McDonald, Microsoft Office Marketing Manager
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%

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

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.
Adjusted Read Circulation is over 34,921*
Average Readership: **2.69 readers per copy**

* 27.11 issue

Subscription Base ........................................7,117
Distributor/Dealer Sales .............................4,000
Apple Authorized Training Centers ...............749
Apple, Inc. .......................................................50
Education Bonus Distribution .......................250
Bonus Distribution .........................................591
Other .............................................................225
**Total Printed Circulation .....................12,982**

Circulation of MacTech Magazine by Country and Region
(Percentage breakdown is taken from entire subscriber circulation)

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

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

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).

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).

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

1. **ADVERTISER BENEFIT**: Leaderboard banner ads (728x90) throughout site
2. **ADVERTISER BENEFIT**: Dedicated pages for each advertiser in MacTech's Directory
3. **ADVERTISER Option**: Upcoming product raffles to showcase products
4. **ADVERTISER BENEFIT**: Raffles promoted in newsletter
5. **ADVERTISER BENEFIT**: Sponsored podcasts
6. MacTech News, updated multiple times a day
7. In box pop-ups with article synopsis
8. MacTech Blogs including editorial and analysis
9. KoolTools and Product Reviews
10. Community wide or MacTech search
11. Latest forum posts
12. **ADVERTISER BENEFIT**: Showcase for select advertisers and editorial
13. Most relevant software updates
14. News scanner updated every 15 minutes
15. Rumors scanner searching the web

16. **ADVERTISER BENEFIT**: Latest product videos, whitepapers, and screencasts
17. **ADVERTISER BENEFIT**: Wide skyscraper ad placement
18. **ADVERTISER BENEFIT**: 300x250 Square ad, also available within articles
19. **ADVERTISER BENEFIT**: 125x125 Tile ads for extra visibility
20. iPhone App Showcase, top apps
21. **ADVERTISER Option**: iPhone Highlight
22. Jobs scanner
### ADVERTISING RATES

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

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.

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

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

58% of MacTech readers judge a company’s success by whether a company is advertising and the size of the ad.
### ADVERTISING SIZE SPECIFICATIONS

<table>
<thead>
<tr>
<th>Ad Sizes</th>
<th>Bleed Dimensions</th>
<th>Trim Dimensions</th>
<th>Live Area Dimensions</th>
</tr>
</thead>
<tbody>
<tr>
<td>Ad Sizes</td>
<td>Width</td>
<td>Depth</td>
<td>Width</td>
</tr>
<tr>
<td>2 Pg. Spread Bleed</td>
<td>17 1/4&quot; x 11 3/8&quot;</td>
<td>16 1/4&quot; x 10 7/8&quot;</td>
<td>16 1/4&quot; x 10 3/8&quot;</td>
</tr>
<tr>
<td>Full Pg. Bleed</td>
<td>8 7/8&quot; x 11 3/8&quot;</td>
<td>8 3/8&quot; x 10 7/8&quot;</td>
<td>7 7/8&quot; x 10 3/8&quot;</td>
</tr>
<tr>
<td>1/2 Pg. Horiz. Bleed</td>
<td>8 7/8&quot; x 5 9/16&quot;</td>
<td>8 3/8&quot; x 5 13/16&quot;</td>
<td>7 7/8&quot; x 4 13/16&quot;</td>
</tr>
<tr>
<td>1/2 Pg. Vert. Bleed</td>
<td>4 3/8&quot; x 11 3/8&quot;</td>
<td>4 11/16&quot; x 10 7/8&quot;</td>
<td>3 1/2&quot; x 10 3/8&quot;</td>
</tr>
<tr>
<td>1/3 Pg. Horiz. Bleed</td>
<td>8 7/8&quot; x 4 1/8&quot;</td>
<td>8 7/8&quot; x 3 1/2&quot;</td>
<td>7 7/8&quot; x 3 5/16&quot;</td>
</tr>
<tr>
<td>1/4 Pg. Vert. Bleed</td>
<td>4 3/8&quot; x 5 9/16&quot;</td>
<td>4&quot; x 5 13/16&quot;</td>
<td>3 1/2&quot; x 4 13/16&quot;</td>
</tr>
</tbody>
</table>

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.**

---

![Bleed Diagram](bleed-diagram.png)

**YOUR AD HEADLINE**

=BLEED AREA

=TRIM AREA

=LIVE AREA
**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:** 8 3/8” x 10 7/8”.
- **Bleed Size:** 8 7/8” x 11 1/8”.
- **Image Area (Live Area):** 7 7/8” x 10 3/8”.

Note: All bleed dimensions allow for 1/4” bleed past trim. Allow 1/4” safety inside trim 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.

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?
- 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.
You are welcome to place your ad on a CD-R 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 ZipIt. 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_May2012.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 only. Please contact the production department if you have questions.

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).

By far, the best way to send us art is using our upload web page which puts art directly into our workflow. 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.

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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 _______