



User Experience Magazine 2009 Advertising Rate Sheet

The *UX Magazine* delivers reviewed articles on usability testing, lab design, user site studies, contextual inquiry, user interface design, and more. It focuses on practical information of immediate use to our membership.

As a membership publication targeted and delivered to all 2900 active UPA members worldwide, the target audience is the Usability Professional.

Advertisers may place ads on:

- usability testing
- consulting and other services
- work in user studies and interface design
- conference and workshop announcements
- book announcements
- products

Advertising Rates

Cost per display ad (black and white)

<u>Dimensions (w x h)</u>	<u>1x</u>	<u>2x</u>	<u>3x</u>
Back Cover 7.5" x 10"	\$1932	\$1545	\$1352
Inside Cover 7.5" x 10"	\$1449	\$1352	\$1014
Full Page 7.5" x 10"	\$ 966	\$ 772	\$ 676
Half Page 7.5" x 4.5"	\$ 676	\$ 538	\$ 476
Third Page 5" x 4.5"	\$ 483	\$ 386	\$ 318
Third Page 2.5" x 10"	\$ 483	\$ 386	\$ 318

Four-color: Add \$90 per display ad

Insert Ads: Add 25% per ad



Publication Schedule

<u>Issue</u>	<u>Reservations Due</u>	<u>Ads Due</u>	<u>Approximate Mail Date</u>
Feb 2009 (8.1)	December 19, 2008	January 9, 2009	February 16, 2009
May 2009 (8.2)	March 27, 2009	April 3, 2009	May 18, 2009
Aug 2009 (8.3)	June 26, 2009	July 3, 2009	August 17, 2009
Nov 2009 (8.4)	September 25, 2009	October 2, 2009	November 16, 2009

Specifications

Publication: 80# Gloss Cover, 60# Gloss Text. 8.5" x 11" Saddlestitch.

Ads: Ads must be black and white or 4-color. Cover ads can bleed.

Electronic Ads—PC Platform: All line art, logos, photos etc. must be supplied at a minimum of 300 dpi for acceptable print reproduction. **Files should be in saved in EPS, JPG, or TIF formats only.**



Usability Professionals' Association

User Experience Magazine 2009 Advertising Reservation Form

Advertiser:

Company Name: _____

Contact Name: _____

Address: _____

City: _____ State/Prov.: _____ ZIP/PC: _____

Phone: _____ Fax: _____

Email: _____



Issue (check all that apply): 8.1 February '09 8.2 May '09 8.3 August '09 8.4 November '09

Ad size: Back cover Inside cover Full page Half page Third page

Ad specs: Vertical Horizontal 4-color B&W Insert Ad

Payment:

Amount: _____ (Payment in US currency only)

Check # _____ VISA MasterCard American Express

Card Number: _____ Exp. Date: _____

Card Security Code: _____

Cardholder's Name: _____

Cardholder's Signature: _____

Return form and payment to:

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Email: publications@usabilityprofessionals.org



Usability Professionals' Association
Promoting usability concepts and techniques worldwide