

International Spectrum

Media Kit

Advertising Options and Rates

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2019



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e-Xtra Advertising

e-Xtra is an email newsletter that International Spectrum Magazine Subscribers can opt-in to receive. It is published on the 1st and 15th of every month and consists of industry product announcements and news items.

Dates	Contributor Deadline	Art Deadline
Jan 1 st	Dec 30 th	Dec 30 th
Jan 15 th	Jan 14 th	Jan 14 th
Feb 1 st	Jan 31 st	Jan 31 st
Feb 15 th	Feb 14 th	Feb 14 th
Mar 1 st	Feb 28 th	Feb 28 th
Mar 15 th	Mar 14 th	Mar 14 th
Apr 1 st	Mar 31 st	Mar 31 st
Apr 15 th	Apr 14 th	Apr 14 th
May 1 st	Apr 30 th	Apr 30 th
May 15 th	May 14 th	May 14 th
Jun 1 st	May 31 st	May 31 st
Jun 15 th	Jun 14 th	Jun 14 th
Jul 1 st	Jun 30 th	Jun 30 th
Jul 15 th	July 14 th	July 14 th
Aug 1 st	Jul 31 st	Jul 31 st
Aug 15 th	Aug 15 th	Aug 15 th
Sep 1 st	Aug 31 st	Aug 31 st
Sep 15 th	Sep 14 th	Sep 14 th
Oct 1 st	Sep 30 th	Sep 30 th
Oct 15 th	Oct 14 th	Oct 14 th
Nov 1 st	Oct 31 st	Oct 31 st
Nov 15 th	Nov 14 th	Nov 14 th
Dec 1 st	Nov 30 th	Nov 30 th
Dec 15 th	Dec 14 th	Dec 14 th

Product Announcements and Press Releases

Product announcements and Press Release that are contributed to the newsletter may also be published in the International Spectrum Magazine. See the Guidelines on Product Announcements and Press Releases in the Magazine section.

Max Words: 300 Words
 Images: No
 By-line: No

Pricing: Free

Advertorial

An advertorial is an advertisement in the form of an editorial. The advertisement is usually written in the form of an objective article and designed to look like a legitimate and independent story. Often referred to as a Sponsored Post in the blogging community.

Max Words: 300 Words
 Images: No
 By-line: No



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Article will be marked as a "Sponsored Post" in the newsletter and website. Articles will stay on website and be cross linked with Sponsor's Company Page and Product Pages that are relevant to the article.

Price: \$150.00

Ad Information

Banner Ads and classified may be included in the e-Xtra newsletter. Banners Ads may include rotating GIFs, but no Flash Media is allowed.

General Materials Guidelines

- Banner Ad Graphics file must be in either GIF or JPEG format, and should not require more than 400 Kilobytes of memory in total (including animated Banners). Exceeding this maximum will result in slow downloads that are counterproductive for both the advertiser and the host site. We reserve the right to reject a banner ad that is large enough to affect the download performance of the page on which it is mounted.
- All banners must be sized at 72dpi resolution.
- International Spectrum reserves the right to reject advertising based on content, user impact, distraction factors and other situations as determined by the staff.
- Ads with a white or transparent background must include a 1 pixel-wide border.
- Banners may not "Flash" messages which overly distract the user.
- All banners and advertising, when clicked, will launch the linked site in a new browser window.
- Flash advertising is not available in e-mail newsletters.

Newsletter Advertising		
Ad Size	Number of Issues	Price Per Issue
Full Banner 600x90 Exclusive Banner	1 Issue	\$800.00
	2 Issues	\$600.00
	6 Issues	\$500.00
	12 Issues	\$400.00
	24 Issues	\$300.00
Half Banner 300x90	1 Issue	\$500.00
	2 Issues	\$350.00
	6 Issues	\$300.00
	12 Issues	\$250.00
	24 Issues	\$175.00
Job Posting	1 Month	Free
	Until Job Filled, or 1yr	\$150.00
Advertorial	Per Article	\$150.00
Press Release/Product Announcements	Per Article	Free



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Magazine Advertising

International Spectrum magazine is a high gloss print publication that provides industry news and technical content as well as a medium for vendors to advertise their products. The magazine is published bimonthly

Editorial Deadlines

Dates	Contributor Deadline	Art Deadline	Special Issue
Jan/Feb	Dec 9 th , 2016	Dec 16 th , 2016	
Mar/Apr	Feb 3 st	Feb 10 th	Show Issue
May/June	Apr 7 nd	Apr 14 th	Post Show Issue
Jul/Aug	Jun 9 th	Jun 16 th	
Sep/Oct	Aug 4 th	Aug 11 th	
Nov/Dec	Oct 6 st	Oct 13 th	End of Year Recap Article

Product Announcements and Press Releases

- Source: We accept Press Releases from any MultiValue vendor, whether they advertise with us or not.
- Length: 500 words maximum.
- By-line: None.
- Author Bio: None.
- Author Picture: No.
- Images Allowed: News items about a person may include a head-and-shoulders picture of the person. Image size is 1"x1". Logos are not used in News Makers or New Product press releases.
- Guidelines: Press releases are considered news items for the MultiValue Community. They are to be reviewed or written by International Spectrum Staff.
- Press releases are "News Items" or "Product Announcements." Examples of News Items are personnel changes, scheduled conferences, announcements of strategic alliances, success stories, etc.
- Press releases are reviewed by International Spectrum Staff for content and edited for consistency with our style sheet. International Spectrum has the right to edit press releases for consistency with our style sheet or reject a press release if it does not meet the guidelines set by International Spectrum.
- The decision of which press releases to publish is solely that of International Spectrum.



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4-Color AD Requirements:

Use CMYK mode for coloring if your print ad requires a specific color tones. The total of C, M, Y and K in the darkest area of your file should not exceed 230.

Spot color is created through the use of process color. Indicate a PMS color and we will product a suitable match. If a true PMS color is desired, a fifth color may be used at an additional cost.

4-Color ads are subject to review for design and appearance to make sure they fit the professionalism requirements for the magazine.

Ad Size	Number of Issues	Price Per Issue
Full Page	1 Issue	\$2030.00
	3 Issue	\$1949.00
	6 Issues	\$1868.00
2/3 Page	1 Issue	\$1875.00
	3 Issue	\$1800.00
	6 Issues	\$1725.00
1/2 Page	1 Issue	\$1600.00
	3 Issue	\$1536.00
	6 Issues	\$1472.00
1/3 Page	1 Issue	\$1065.00
	3 Issue	\$1022.00
	6 Issues	\$980.00
1/6 Page	1 Issue	\$775.00
	3 Issue	\$744.00
	6 Issues	\$713.00

MultiValue Marketplace Ads

Marketplace Ads are a group of small ads on the marketplace section of the Magazine. Select a category of your choosing, and place company contract information, or a larger 1" ad about your products or company.


Ad Size		Price Per Year
Basic Listing: - Includes Company Name, web site, and phone number - Approximately 60 characters per line - Place under Category of your choosing	Black and White	\$780.00
Additional Lines: -70 characters per line	Black and White	\$280.00
High Impact Ad	3 3/8 x 1"	\$1788.00
	3 3/8 x 2"	\$3623.00



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High Impact Ad - Example

Data Systems, Inc		
Sophisticated order processing and fulfillment systems		
303-555-3991	info@example.com	www.example.com

Basic Listing – Example

Data Systems, Inc, http://www.example.com ,303-555-3991
--

Special Placement:

<i>Preferred Positions</i>	<i>Prices</i>
Back Cover	\$500.00
Inside Cover	\$500.00
Page 5 – Opposite “From The Inside”	\$500.00
Center Fold	\$500.00
Specific Page	\$300.00

Sponsored Magazine Articles - Case Studies/Success Stories/Technical Article:

Case Studies, Success stories and Technical articles are considered advertising when supplied by the vendor. There are 2 ways to supply this material for the magazine: Vendor Supplied and International Spectrum Written. Byline will state that this is a Vendor Sponsored article or material.

Vendor Supplied/Written Material

Vendor supplied materials must be supplied in a word document in a final draft form. Formatting and embedded images will be removed by designer. 1 Graphic will be allowed for Case Studies and Success Stories.

Technical articles will be evaluated under normal article policies. Technical articles must be primarily technical content (90%) covering how to solve a problem using the product or tools. Graphics and Code samples will be allowed, but will be evaluated under normal article policies. Quantity of Code samples and Graphics may be limited or removed due to these policies

<i>Case Study/Success Story Package</i>	<i>Prices</i>
800-1800 Words – Vendor Written	\$2,277.00
1800-2500 Words – Vendor Written	\$2,500.00

Note: Save 50% if you are currently a ½ page advertiser, Save 30% if you are a current Advertiser



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International Spectrum Research/Written Material

Case Studies/Success Stories can vary in rate depending on scope, i.e., number of pages/words, amount of background materials/subject matter experts available for interviews provided by the client vs. how much independent research is needed, and whether any desktop publishing/design is included. After talking with the client more about their goals and objectives and what they are envisioning, we can provide a more detailed project quote. However, most case study projects can be covered within these two basic packages:

Case Study/Success Story Package	Prices
800-1499 Words – Written by International Spectrum	\$3,277.00
1500-2000 Words – Written by International Spectrum	\$3,500.00

Note: Save 20% if you are currently a ½ page advertiser, Save 10% if you are a current Advertiser

Vendor provides most of the basic background materials and/or subject matter experts. For any interviews needed, the vendor needs to provide an introduction of the writer to the customer being interviewed.

Packages include

- Reviewing and analyzing background materials
- Interviewing subject matter experts via phone or e-mail
- Transcription of any interviews
- Writing and creative concept time
- Up to three rounds of edits to get the final draft exactly as the vendor needs.
- Publishing in the Magazine
- Final Version in Word



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Website Banner AD

You can include the following banner ads on the International Spectrum Website. These ads will display on the Home Page, Magazine Downloads, and MultiValue Resource Pages.

To include a banner ad in the e-Xtra web page, please see the pricing for the e-Xtra newsletter. To include a banner ad on the Spectrum Conference page, contact International Spectrum to find out the Conference promotions available.

Non-Exclusive Vs Exclusive

You may choose between Exclusive and Non-Exclusive banners. Non-Exclusive means the banner will routine between all available banners for that location and size. Exclusive banners allow the vendor to lockout the location and size from other possible advertisers, and only the Exclusive banners will be displayed for the time frame.

Home Page:

Home page is the primary landing page for International Spectrum channels and advertising.

Banner Size	Per Month Non-Exclusive	Per Month Exclusive	Year Prepay Non-Exclusive	Year Prepay Exclusive
Ledger Board - Top (728x90)	\$500.00	\$800.00	\$4,800.00	\$7,680.00
Ledger Board - Bottom (728x90)	\$500.00	\$800.00	\$4,800.00	\$7,680.00
Ledger Board - Both (728x90)	\$800.00	\$1280.00	\$7,680.00	\$12,288.00
Full Banner (468x60)	\$300.00	\$480.00	\$2,880.00	\$4,608.00
Vertical Banner (120x240)	\$300.00	\$480.00	\$2,880.00	\$4,608.00
Skyscraper Wide (160x600)	\$900.00	\$1520.00	\$9,120.00	\$14,520.00
Skyscraper (120x600)	\$700.00	\$1,120.00	\$6,720.00	\$10,752.00
Square Button (125x125)	\$175.00	\$280.00	\$1,680.00	\$2,688.00
Rectangle (180x150)	\$270.00	\$432.00	\$2,592.00	\$4,147.00



The screenshot shows the homepage of the International Spectrum website. At the top, there is a navigation menu with links for Home, About Us, News, Contact Us, and a search bar. Below the navigation is a large banner area with a headline: "WELCOME TO INTERNATIONAL SPECTRUM - Home of the MultiValue Symbol and the premier independent information resource for users and vendors of Pacific Bell's UniVerse and UniData." The main content area features several news items, including "Case Study: Johnson Matthey Precious Metals Division uses UniVerse to manage its disaster recovery," "MultiValue User Group Meetings," "DesignSis 2.010 enhancements," "Entris, Inc. Announces Europe as Distributor of Informa Web Reporting Software," "MultiValue Jobs Available," and "Klavyr Trades Up To A New Reality." On the right side, there is a sidebar with a "Join the MultiValue Database User and Developer Community" section, a "FREE" badge, and social media links for Facebook, Twitter, LinkedIn, and YouTube. The footer contains the text "International Spectrum iPhone and Android Web App Available".

Resource/Content Pages:

Resource/Content pages are pages that contain detailed article or information related to the content gathered and collected on the international spectrum websites.

Banner Size	Per Month Non-Exclusive	Per Month Exclusive	Year Prepay Non-Exclusive	Year Prepay Exclusive
Ledger Board - Top (728x90)	\$500.00	\$800.00	\$4,800.00	\$7,680.00
Ledger Board - Bottom (728x90)	\$500.00	\$800.00	\$4,800.00	\$7,680.00
Ledger Board - Both (728x90)	\$800.00	\$1,280.00	\$7,680.00	\$12,288.00
Skyscraper (120x600)	\$700.00	\$1,120.00	\$6,720.00	\$10,752.00
Wide Skyscraper (160x600)	\$950.00	\$1,520.00	\$9,120.00	\$14,592.00
Medium Rectangle (300x250)	\$750.00	\$1,200.00	\$7,200.00	\$11,520.00
Large Rectangle (336x280)	\$900.00	\$1,440.00	\$8,640.00	\$13,824.00

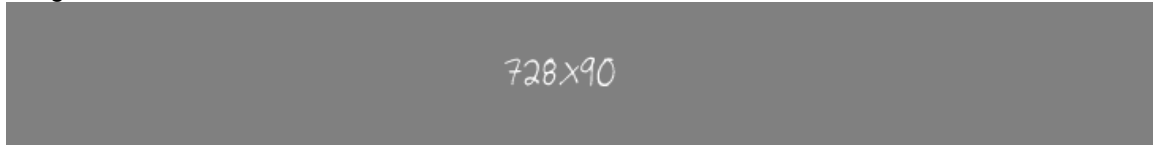
The screenshot shows the homepage of the International Spectrum website. At the top, there is a navigation menu with links for Home, Webinars, Events, and About Us. Below the menu is a search bar and a list of featured resources. The main content area includes sections for 'Featured Resource', 'Multivalue Software', 'Podcasts', and 'Multivalue User Groups'. A sidebar on the right contains social media icons for Facebook, Twitter, LinkedIn, and YouTube, along with a 'Join the Multivalue Database User and Developer Community' button.

The screenshot shows an article page on the International Spectrum website. The article title is 'Shelling to run an OS command from Windows 64-bit from UniVerse'. The article text discusses the challenges of running OS commands from a 64-bit Windows environment using UniVerse. It mentions that UniVerse provides a shell to run an OS command using the 'run' command. The article also includes a 'Key words' section and a 'Share this article' button. The page layout is consistent with the homepage screenshot, featuring a navigation menu and a sidebar.

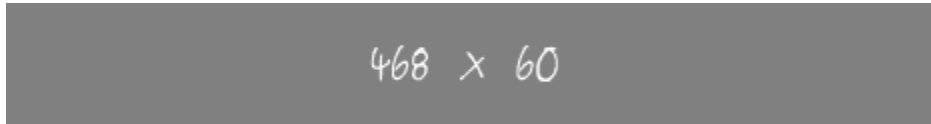


Banner Sizes

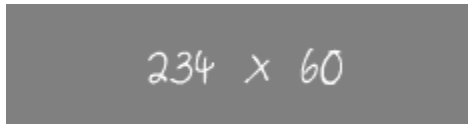
Ledger Board:



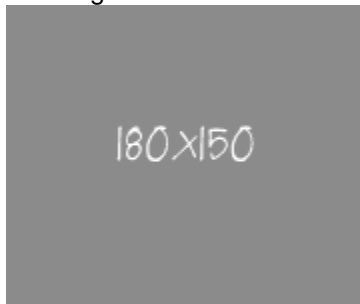
Full Banner:



Half Banner:



Rectangle:



General Materials Guidelines

Policies for Banner Ads

- Banner Ad Graphics file must be in either GIF or JPEG format, or Flash Media, and should not require more than 400 Kilobytes of memory in total (including animated Banners). Exceeding this maximum will result in slow downloads that are counterproductive for both the advertiser and the host site. We reserve the right to reject a banner ad that is large enough to affect the download performance of the page on which it is mounted.
- All banners must be sized at 72dpi resolution.
- International Spectrum reserves the right to reject advertising based on content, user impact, distraction factors and other situations as determined by the staff.
- Ads with a white or transparent background must include a 1 pixel-wide border.
- Banners may not "Flash" messages which overly distract the user.
- All banners and advertising, when clicked, will launch the linked site in a new browser window.

Policies for Flash Ads

- Submission of a backup GIF or JPG image is preferred; images must not exceed the standard file sizes outlined in the chart above.
- The default, 15 maximum 18 frames per second, setting should be used as a guideline.



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- The background color should be set by creating a bottom layer of the desired color.
- The ad must be submitted in SWF format.
- The ad must not prompt the user to upgrade to a newer version of Flash player.
- All Flash creative should employ the Flash Tracking Kit (clickTAG). More information at http://www.adobe.com/resources/richmedia/tracking/designers_guide/
- Flash version 8 is recommended.

Vendor E-mail Blasts

There are limited numbers of e-mail blast allowed in a month. Due to the number of newsletters, webinars, and Spectrum events e-mails that we provide to our subscribers, we limit the “Advertising Only” e-mails per month. This is done to keep International Spectrum’s e-mail distribution list strong and relevant.

Only 1 e-mail blast per month per vendor is allowed, with a max of 4 Vender e-mail blast over all for the month, regardless of vendor/advertiser. Vendor e-mail blasts are sent on Wednesday.

\$1500.00 per E-mail Blast

Note: this does not affect emails being sent for vendor webinars.

Sponsored Social Media

Sponsored Social Media posts will allow a vendor to include a 120 character post in International Spectrum’s Social Media Channels (Twitter, Facebook, LinkedIn, etc). All posts must be approved by international Spectrum.

Posts will be flagged as sponsored when displayed in the Channels:

\$200.00 per post (Posted to All Channels)

Company and Product Web Pages

International Spectrum Provides Company and Product web pages that cross links all the information International Spectrum has on your company and products. These pages help MultiValue developers to access information about you, your company, and products in one place.

Description	Per	Price Per Issue
Basic Pages	Monthly	Free
	Yearly	Free
<hr/>		
Sponsored Pages • No Advertising on Page	Monthly	\$35.00
	Yearly	\$350.00



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E-mail Open Rates:

Open rate is a measure of how many people on an email list open (or view) a particular email. At International Spectrum we calculate it as follows:

$$\text{Open Rate} = \frac{\text{Emails Opened}}{\text{Emails Sent - Bounced}}$$

So a 20% open rate would mean that of every 10 emails delivered to the inbox, 2 were actually opened.

How do you measure an open?

When each email is sent out, we automatically add a piece of code that requests a tiny, invisible image from our web servers. So when a reader opens the email, the image is downloaded, and we can record that download as an open for that specific email.

It is important to understand that the open rate is not a 100% accurate measure. Recording an 'open' can only happen if the readers email client is capable of displaying html with images, and that option is turned on. So if you are sending text-only emails, there is no way to record open rates (the exception is if they actually click a link). Similarly, people reading your html email without images showing will not be recorded as opens.

Another issue is that the readers of the may have a preview pane in their email client. That preview pane might be displaying your email automatically (and therefore downloading the images) without the reader ever having to click on it or read it.

So you should never take your open rate as a hard and fast number, because you can never know the true figure. It is much better used as general guide, and as a way of measuring the trends on your email campaigns.

Open Rate Percentages:

Description	Open Rate:	Notes:
Industry Average	14%	Source: http://constantcontact.custhelp.com/app/answers/detail/a_id/3194
Spectrum Newsletter	28%	