

2012 Advertising Rate Sheet

The *User Experience (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 2,400 active UPA members, 50+ local Chapters worldwide, the target audience **is** the **Usability Professional**.

UX Advertisers may place ads on:

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

Advertising Rates

Cost per display ad (black and white) all prices are in USD

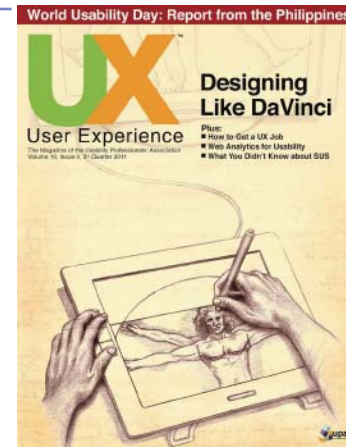
<u>Dimensions (w x h)</u>	<u>1x</u>	<u>2x</u>	<u>3x</u>
Back Cover 7.5" x 10"	\$2318	\$1854	\$1622
Inside Cover 7.5" x 10"	\$1738	\$1622	\$1216
Full Page 7.5" x 10"	\$1159	\$ 926	\$ 811
Half Page 7.5" x 4.5"	\$ 811	\$ 645	\$ 571
Third Page 5" x 4.5"	\$ 579	\$ 463	\$ 381
Third Page 2.5" x 10"	\$ 579	\$ 463	\$ 381

Four-color:

Add \$100 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 2012 (11.1)	December 18, 2011	January 8, 2012	February, 2012
May 2012 (11.2)	March 26, 2012	April 2, 2012	May, 2012
Aug 2012 (11.3)	June 25, 2012	July 11, 2012	August, 2012
Oct 2012 (11.4)	September 16, 2012	September 23, 2012	November, 2012

**Issue 11.2 is the "Leadership", International Conference issue*

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.





Advertising Reservation Form

Advertiser:

Company Name: _____

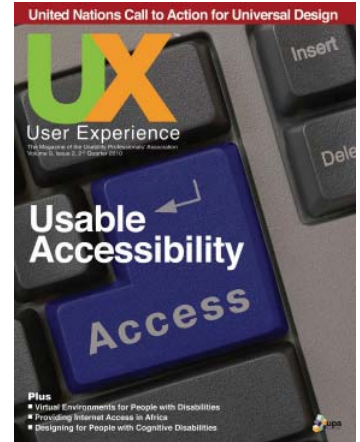
Contact Name: _____

Address: _____

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

Phone: _____ Fax: _____

Email: _____



Issue (check all that apply): 11.1 Feb '12 11.2 May '12 11.3 Aug '12 11.4 Nov '12

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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 Bloomingdale, IL 60108-1017 USA
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 Email: publications@usabilityprofessionals.org