



# User Experience Magazine 2010 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 2,600 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*

<b>Dimensions (w x h)</b>	<b>1x</b>	<b>2x</b>	<b>3x</b>
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 \$90 per display ad

**Insert Ads:** Add 25% per ad



## Publication Schedule

<b>Issue</b>	<b>Reservations Due</b>	<b>Ads Due</b>	<b>Approximate Mail Date</b>
Feb 2010 (9.1)	December 18, 2009	January 8, 2010	February 16, 2010
May 2010 (9.2)	March 26, 2010	April 2, 2010	May 3, 2010
Aug 2010 (9.3)	June 25, 2010	July 2, 2010	August 17, 2010
Nov 2010 (9.4*)	September 24, 2010	October 1, 2010	October 15, 2010

*\*Issue 9.4 is the World Usability Day 2010 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.**





## User Experience Magazine 2010 Advertising Reservation Form

### Advertiser:

Company Name: \_\_\_\_\_

Contact Name: \_\_\_\_\_

Address: \_\_\_\_\_

City: \_\_\_\_\_ State/Prov.: \_\_\_\_\_ ZIP/PC: \_\_\_\_\_

Phone: \_\_\_\_\_ Fax: \_\_\_\_\_

Email: \_\_\_\_\_



Issue (check all that apply):  9.1 February '10  9.2 May '10  9.3 August '10  9.4 October '10

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:

**Usability Professionals' Association**  
140 N. Bloomingdale Road  
Bloomingdale, IL 60108-1017 USA  
Fax: +1.630.351.8490  
Email: [publications@usabilityprofessionals.org](mailto:publications@usabilityprofessionals.org)

