

San Diego Chapter, Society for Technical Communication

Signature Advertising Specifications and Rates

Publication Overview

Signature is an electronic newsletter published in PDF format by the San Diego Chapter, Society for Technical Communication (STC). It is issued ten times a year to a growing circulation of approximately 300 technical communication professionals, managers, educators, other STC chapters, and related personnel in this area. Copies are sent to other chapters and individuals outside the immediate area. Copies are also sent to managers of publications departments in industrial organizations and to public libraries and universities when requested. *Signature* contains meeting schedules and timely information produced by technical communicators for technical communicators. Advertising in *Signature* is the most direct way to reach the growing technical publications market in San Diego and the surrounding area.

Requirements

Submit all copy in electronic form. Submit photographs or halftones in graphic format suitable for printing. Electronic publication (PDF) will be in color. We will reject and return artwork that is not in the appropriate format. Additional costs incurred for necessary reformatting or other rework will be borne by the advertiser.

Submission format: diskettes, zip disk (100 MB), email

File naming: Company identifier included
Document file format: Illustrator 8.0 or less, Photoshop 5.0 or less, EPS, or PDF. Use and include PostScript fonts
Graphic file format: TIFF, EPS

Advertising Policy

The publisher reserves the right to request revisions to or reject advertising that is not in keeping with the publication's standards. The advertiser and the advertising agency assume liability for all content of advertisements printed, and for any claims arising therefrom against the publisher. The publisher is not liable for delays in the scheduled publication dates beyond a refund of prepaid advertising space costs.

Liability

The advertiser shall indemnify and protect the publisher from claims or expenses which may arise from the unauthorized use of any name, photograph, drawing, or work protected by copyright, registration, or label printed as a result of material supplied by the advertiser.

Publication Schedule

Signature is published ten times per year with advertising closing dates as follows:

Issue	Distribution Time-Frame	Closing Date
September	September 1 - 5	August 1
October	October 1 - 5	September 1
November	November 1 - 5	October 1
December	December 1 - 5	November 1
January	January 1 - 5	December 1
February	February 1 - 5	January 1
March	March 1 - 5	February 1
April	April 1 - 5	March 1
May	May 1 - 5	April 1
June	June 1 - 5	May 1

Advertising Rates

The following rates are payable in advance:

Page:	Full Page	Half Page	Quarter Page
Cost per insertion	\$50	\$35	\$20

Specifications

Full page:	7 1/2" by 9 1/2"
Half page Horizontal:	7 1/2" by 4 5/8"
Half page Vertical:	3 5/8" by 9 1/2"
Quarter page:	3 5/8" by 4 5/8"

Position

Advertising positioning is at the discretion of the editor of the publication.

Remittance information

Make checks payable to: STC.

Mail to:
SD-STC
P.O. Box 910557
San Diego, CA 92191-0577