



# TECHNOGRAPH

STUDENT ENGINEERING MAGAZINE OF THE UNIVERSITY OF ILLINOIS

**TECHNOGRAPH IS ILLINI MEDIA'S QUARTERLY MAGAZINE FOCUSING ON THE LATEST TRENDS IN SCIENCE AND TECHNOLOGY.**

The **Technograph**, U of I's own award-winning student engineering magazine, offers an excellent opportunity to recruit U of I's sought after graduates before they begin their professional careers.

## ADVERTISING POLICY

**U of I's College of Engineering** offers the following degrees: **Aeronautical & Astronautical Engineering, Agricultural Engineering, Bioengineering, Consumer & Environmental Sciences, Chemical Engineering, Civil & Environmental Engineering, Computer Science, Electrical & Computer Engineering, General Engineering, Materials Science & Engineering, Mechanical & Industrial Engineering, Nuclear Engineering, Physics and Theoretical & Applied Mechanics.** The **Technograph** offers a format where your message will have **lasting impact** and a **'shelf-life'** far exceeding any other available medium. Each informative issue is an excellent vehicle for companies reinforcing their campus visit, and ideal for companies who do not actively visit campus but wish to remain visible in the mainstream of the **University of Illinois engineering community.** The **TECHNOGRAPH** is THE WAY formidable companies like **Ford Motor Company, G.E., Guidant, Schlumberger, Microsoft, Texas Instruments** and others have built lasting relationships with the **U of I's engineering community.** Your support also allows **U of I** to expand and grow in the area of engineering journalism and guarantees the continued free distribution of the **Technograph**, which celebrates over 120 years of publication!

**Illinois Technograph** reserves the right to reject and/or cancel any advertisement. Ads for alcohol, tobacco, firearms and political groups are not accepted. The advertiser and their advertising agency assume full liability for content of advertisements printed and assume full responsibility for any claims made against the publisher.

Advertising contracts, insertion orders or written notice authorizing an advertisement to run must accompany or precede the arrival of the advertising material. Guaranteed positions are contracted for inside the front page (Cover 2) and back page (inside, Cover 3, and outside, Cover 4) positions only. However, requested placement will be attempted based on space availability and the discretion of the publisher. Only ads that meet our design specifications will be accepted.



## PAYMENT

The advertiser and advertising agency are jointly and separately responsible for payment. Pre-payment is required. Ads will be pulled at the discretion of the Publisher for non-payment.



To reserve your company's space contact our Program Manager **Mr. Michael Massicott** at **800-426-1233 Ext: 1162** or email **mike@topgrad.com**



# DIMENSIONS & MECHANICALS REQUIREMENTS

Please request our detailed **Advertising Mechanicals and Electronic Ad Specifications** from your program representative or from our **Art Department** at **800-891-2828 Ext: 1148** or **art@pentagon-usa.us**



**Digital data is required for all ad submissions.** Preferred file format is PDF/X-1a. However, other digital art will be accepted. High-resolution PDFs must be provided as CMYK with fonts and images embedded and sent via disk, CD-ROM or email. Ads submitted as hard copy will be scanned for use.

**Illinois Technograph** is printed on a high-speed web and SWOP standards apply. Final trim size is 8 1/4 x 10 7/8 inches and bleed size is 8 1/2 x 11 1/8 inches. Live material must be kept 1/4 inch from the trim.



Additionally, the production department at **Pentagon Publishing, Inc.** is available to design or reformat files at \$75 per hour (fee may be waived). Please contact the **Art Department** at **800-891-2828 Ext: 1148** or **art@pentagon-usa.us** if you wish assistance.

The **Technograph** is distributed to the students, faculty, administrative staff, and alumni of the **University of Illinois at Urbana-Champaign, Illinois**. All advertisers will receive a free copy mailed upon completion. Special career event issues include **E-WEEK Engineering Open House, Graduating Careers and fall Engineering EXPO** attended by hundreds of recruiters and engineering students. These events celebrate many years of service to **U of I's** graduates and corporate recruiters. **Hundreds of recruiters from both local and national companies attend these events and the most successful use the Technograph!**



## DEADLINE

-PLEASE NOTE: **DEADLINES ARE APPROXIMATE.** PLEASE CONSULT YOUR REPRESENTATIVE

**FALL/ENGINEERING EXPO - SEPTEMBER - WINTER/CAREERS - NOVEMBER**

**SPRING/E-WEEK - FEBRUARY - SUMMER/JOB ISSUE - APRIL**

## AD RATES

PLEASE NOTE: ALL AD RATES REFLECT 4/C PROCESS AND FULL PAGES INCLUDE BLEED. MULTIPLE ISSUE DISCOUNTS ARE AVAILABLE! ALL RATES ARE NET.

COVER 4	\$3,495.00
COVER 2 OR 3	\$3,295.00
FULL PAGE	\$3,095.00
1/2 PAGE	\$ 1,995.00
1/4 PAGE	\$ 1,095.00
1/8 PAGE	\$ 795.00

