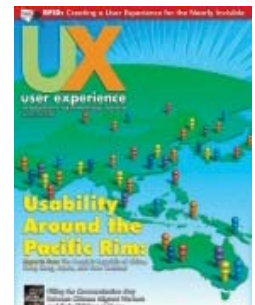


2008 Advertising Rate Sheet

User Experience delivers reviewed articles on usability testing, laboratory design, user site studies, contextual inquiry, user interface design, and more. It focuses on practical information of immediate use to our membership.

Advertisers may place ads on:

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



Advertising Rates

	<i>Dimensions (w x h)</i>	<i>Cost per display ad (black and white)</i>		
		<i>1x</i>	<i>2x</i>	<i>3x or more</i>
Back cover	7.5" x 10"	\$1610	\$1288	\$1127
Inside cover	7.5" x 10"	\$1208	\$1127	\$ 845
Full page	7.5" x 10"	\$ 805	\$ 644	\$ 564
Half page	7.5" x 4.5"	\$ 564	\$ 449	\$ 397
Third page	5" x 4.5"	\$ 403	\$ 322	\$ 265
Third page	2.5" x 10"	\$ 403	\$ 322	\$ 265

Four-color: Add \$75 per display ad
Insert Ads: Add 20% per ad

Publication Schedule

<i>Issue</i>	<i>Reservations due</i>	<i>Ads due</i>	<i>Approximate mail date</i>
January 2008 (V.7.1)	December 3, 2007	December 14, 2007	January 15, 2008
April 2008 (V.7.2)	February 15, 2008	March 14, 2008	April 15, 2008
July 2008 (V.7.3)	May 16, 2008	June 13, 2008	July 15, 2008
October 2008 (V.7.4)	August 15, 2008	September 15, 2008	October 15, 2008

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.**

Usability Professionals' Association



User Experience Magazine

2008 Advertising Reservation Form

Advertiser

Company Name: _____

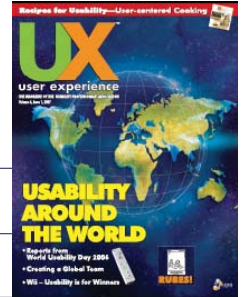
Contact Name: _____

Address: _____

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

Phone: _____ Fax: _____

Email: _____



Issue (check all that apply): 7.1 Jan '08 7.2 April '08 7.3 July '08 7.4 Oct '08
Ad size: Back cover Inside cover Full page Half page Third page
Ad specifications: Insert ad Vertical Horizontal 4-color B&W

Payment

Amount: _____ (Payment in US currency only)

Check (number _____) VISA MasterCard AMEX

Card number: _____ Exp. Date: _____

Authorizing Signature: _____

Return form and payment to:

Usability Professionals' Association
140 N. Bloomingdale Road
Bloomington, IL 60108-1017
Fax: 630/351-8490
Email: office@upassoc.org