

ITAK

Information
Technology
Asset
Knowledge

Advertising in ITAK



ITAK: Information Technology Asset Knowledge

Objectives: ITAK provides a much-needed educational source relating to industry trends within the Asset Management arena, specifically for IT Asset Managers, CIOs, and CEOs. This magazine provides a specific resource for information on the availability of tools and their functions in IT Asset Management, and avenue to generate cost savings within the IT Asset Management arena, and updates on current legislation that affects the role of IT Asset Management.

Standard Ad Rates: Four Color/Black and White Ads

	1 Issue	3 Issues	6 Issues	Full Year (12 Issues)
Full Page Per Issue Price	\$5,000	\$4,000	\$3,750	Contact IAITAM
1/2 Page Per Issue Price	\$3,500	\$2,800	\$2,625	Contact IAITAM

- **All advertising rates are in US Dollars (USD) and are subject to change without notice.**
- **Premium positions are not guaranteed towards the IAITAM Annual Conference Edition or the IT Asset Management Awareness Edition.**

Premium Positions

Cover 2 (inside front)	Add 20%
Cover 3 (inside back)	Add 10%
Cover 4 (back cover)	Add 20%

ITAK Issue	Ad/Editorial Closing Date	Publish Date
Vol 5 Issue 1 - Acquisition	1/1/2010	1/31/2010
Vol 5 Issue 2 - Asset ID	2/1/2010	2/29/2010
Vol 5 Issue 3 - Communication & Education	3/1/2010	3/31/2010
Vol 5 Issue 4 - Compliance & Legislation	4/1/2010	4/30/2010
Vol 5 Issue 5 - Disposal Management	5/1/2010	5/31/2010
Vol 5 Issue 6 - Documentation Management	6/1/2010	6/30/2010
Vol 5 Issue 7 - Financial Management	7/1/2010	7/31/2010
Vol 5 Issue 8 - Program Management	8/1/2010	8/30/2010
Vol 5 Issue 9 - Policy Management	9/1/2010	9/30/2010
Vol 5 Issue 10 - Special Conference Edition	9/15/2010	10/20/2010
Vol 5 Issue 11 - Project Management & Vendor Management	11/1/2010	11/30/2010
Vol 5 Issue 12 - Special Edition - IT Asset Management Awareness Month	12/1/2010	12/15/2010

Advertising Insertion Order



International Association of IT Asset Managers, Inc. ("IAITAM")

Phone +1.866.9.IAITAM

Fax: +1.330.628.3289

www.iaitam.org

Please Select From the Following 2010 Issues:

Vol 5 Issue 1 Vol 5 Issue 2 Vol 5 Issue 3 Vol 5 Issue 4 Vol 5 Issue 5 Vol 5 Issue 6

Vol 5 Issue 7 Vol 5 Issue 8 Vol 5 Issue 9 Vol 5 Issue 10 Vol 5 Issue 11 Vol 5 Issue 12

Advertiser Contact Information:

Name: _____
Title: _____
Company: _____
Address: _____
City: _____ State: _____
Country: _____ Code: _____
Daytime Telephone #: _____ Evening Telephone #: _____
Fax #: _____ Email Address: _____

Agency Contact Information:

Name: _____
Title: _____
Company: _____
Address: _____
City: _____ State: _____
Country: _____ Code: _____
Daytime Telephone #: _____ Evening Telephone #: _____
Fax #: _____ Email Address: _____

Ad Size:

Full (8" w x 10.5" h)
 Half (8" w x 5.25" h OR 4" w x 10.5" h)

Payment Information:

Check # _____ (Make check payable to International Association of IT Asset Managers)
 Credit Card: Visa MasterCard Discover American Express
Card # _____ Exp. Date _____

Name on Card _____ Signature _____

Terms:

Gross Price (_____ ads of _____ size at _____ each) \$ _____
Insertions \$ _____
Other Fees \$ _____
TOTAL \$ _____

Special Requests:

I understand and agree to the terms and conditions of advertising in ITAK as stated above and on the following page. I further agree to hold harmless the magazine or IAITAM for damages or claims arising out of any advertising placed in the ITAK magazine.

Advertising Agreement

International Association of IT Asset Managers, Inc. ("IAITAM")

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1. Contracts:

Ad changes must be received by the published materials deadline. Any advertiser who cancels after the deadline will be subject to a full charge of contractual ad space.

2. Commissions:

All advertising rates are gross. Agency discount granted only to bonafide and approved advertising agencies by the International Association of IT Asset Managers, Inc. ("IAITAM").

3. Credit Procedures:

The advertiser grants to IAITAM the right to check all trade and credit references provided on the credit application. The advertiser permits the references listed on the credit application to release information to IAITAM for the purposes of making a credit application. IAITAM may, at its discretion, use all business and individual credit reporting agencies as necessary, in preparation for making a credit granting decision and then at any time which any balance is due pursuant to the terms of this agreement. The individual who signed this agreement gives IAITAM the right to access and analyze the signator's personal credit history for purposes of making a credit granting decision for the business, and at all times when any balance is due and owing pursuant to this agreement.

4. Payment of Invoices:

All invoices are due in full within thirty (30) days of the original invoice date. In the event that any invoice is not paid when due, a service fee will accrue on all outstanding balances. If the advertiser is a corporation or a limited liability company, the service fee will accrue at the rate of eighteen percent (18%) per year. If the advertiser is a sole proprietorship or partnership, the service fee will accrue at the highest maximum allowed by law.

5. Disputes:

In the event that the advertiser disputes any invoiced amount, all disputes must be made in writing within thirty (30) days of the original invoice date. In the event no written notice of dispute is received by IAITAM within thirty (30) days of the original invoice date, the advertiser agrees that no dispute to the invoice may be raised in defense to collection action, and waives all such defenses which the advertiser may otherwise possess, at law or at equity.

6. Collection:

In the event that IAITAM takes any action to enforce any term or provision of this agreement, including collection of any amount due on account, the advertiser agrees that IAITAM shall also be entitled to recover all of the costs and expenses of collection including attorney fees, investigation fees, and all other costs and disbursements. In the event that IAITAM brings any action or suit based upon this agreement, the advertiser agrees by signing this agreement, to consent to the jurisdiction and venue of the State of Ohio, County of Cuyahoga, or any other county in the State of Ohio that IAITAM may designate. The advertiser waives and relinquishes any and all rights which the advertiser may otherwise possess under the laws of any State, Territory, Treaty or governmental authority, to be sued in any other jurisdiction. The advertiser also agrees that all discovery, including post-judgment discovery, may be conducted in the State of Ohio and waives the right to be deposed in any other State or County, consenting to the jurisdiction of the State of Ohio USA.

7. Materials:

Agreed rates shall apply to advertising materials produced to specification. Production work and creative services will be charged at \$120/hour if ads are not provided to specifications. Ad materials and questions should be directed to ITAK staff at itak@iaitam.org.

8. Warranty:

Advertiser understands and agrees to the terms and conditions of advertising in ITAK as stated above and on the reverse side of this page. Advertiser further agrees to hold harmless the magazine for damages or claims arising out of any advertising placed in the magazine by the advertiser.

ITAK Magazine

Advertising Specifications

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Phone +1.866.9.IAITAM

Fax: +1.330.628.3289

www.iaitam.org



Publication Trim Size: 8-1/8" x 10-13/16"

Binding: Saddle Stitched

Display Ad Dimensions: *Width Height*

Full page (Non-Bleed)	7-5/8" x 10-1/4"
Full page (Bleed)	8-3/8" x 11-1/16" (Trim 8-1/8" x 10-13/16")
1/2 page Horizontal (Non-Bleed)	7-1/8" x 4-5/8"
1/2 page Horizontal (Bleed)	8-3/8" x 5-1/2" (Trim 8-1/8" x 5-1/4")
1/4 page Vertical only (Non-Bleed)	2-3/8" x 3-9/16"
1/4 page Vertical only (Bleed)	2-3/4" x 4-3/16"

(Keep live matter at least 1/4" away from the trim size.)

Please send materials to:

ITAK
C/O IAITAM
1137 State Route 43
Suffield OH 44360 USA
ITAK@iaitam.org

Materials Required:

To avoid a set-up charge, ads must be submitted as follows.

- PC formats are required.
- Advertisers should supply a high resolution, print-quality pdf.
- If this is not available a high resolution (300 DPI MINIMUM) TIFF or JPEG will also be accepted. Native Quark Xpress or Microsoft Word files are not accepted.
- If sending a Tiff or JPEG, please make sure all artwork is flattened before sending.
- CMYK files only. No spot, RGB, Lab, Indexed, ICC-based or calibrated color
- Film is not accepted.
- Display ads that need to be designed or reworked because of incorrect materials are subject to an hourly charge of \$75, with a 1 hour minimum.
- Please supply all files on CD or via email to itak@iaitam.org. If supplying via e-mail or ftp, please Stuff or Zip all files.
- All files should be named by magazine, issue and company. Example: ITAK0405_Company or Product.
- Materials storage will be provided for a 3-month period after use. After this period, materials will be discarded unless requested to return. Postage-paid packaging must be provided.

Proof Required:

- 4/C ads must be accompanied by a proof made from the actual file being sent.
- We strongly recommend that all digital ad submissions be accompanied by a client-approved high-resolution, high-fidelity color proof for best results. Client-approved proofs in the form of color laserproof, color inkjet proof or black & white laserproofs proof are also accepted, but the client shall assume all responsibility for the color fidelity of ads submitted with these lower-quality proofs or for ads submitted without proofs. PDF files cannot be accepted as color-matching proofs.
- Ads or Images blown up from a lower resolution to 300 dpi. • Lo-res (below 300 dpi) images or ads pulled of of the web.
- Printed images from books, magazines etc. • Ads placed or set in a Word document.
- Color photo copies • Illustrator, Corel Draw, Pagemaker, InDesign, Publisher, Power P

Supplied Editorial Images:

Images must be at 6" x 4" or larger and originally shot or scanned at 300 dpi. minimum. Unacceptable materials are same as above.

Article Submission Form

International Association of IT Asset Managers, Inc. ("IAITAM")

Phone +1.866.9.IAITAM

Fax: +1.330.628.3289

www.iaitam.org



Please fill out and include this form when submitting an article for IAITAM use.

Contact Information:

Name: _____

Title: _____

Company: _____

Address: _____

City: _____ State: _____

Country: _____ Code: _____

Daytime Telephone #: _____ Evening Telephone #: _____

Fax #: _____ Email Address: _____

Article Summary (50 Words or Less):

Article Submission Requirements:

- All article submissions should be saved in .DOC, .RTF, or .TXT format
- Articles submissions should be 500 - 1500 words
- ITAK editors reserve the right to correct any spelling or grammar within any submitted article before going to press without notification to author.
- ITAK editors will work directly with the authors if modifications are needed. The author is required to supply both direct phone and email contact information. If modifications are made to articles due to space requirements in the ITAK magazine and the author of article is not available within a 24 hour period, the author then waives his/her right to view modifications before printing.
- Author hereby acknowledges and agrees that ITAK and/or IAITAM may reprint the article for future use in ITAK or other mediums.
- Author hereby acknowledges and agrees that the contribution of the article to ITAK qualifies as "work made for hire" under 17 U.S.C. § 101(2) and that all copyright ownership of, and authorship rights in, the article, subsequent reprints of the article and ITAK, itself, now and in the future, and any derivatives thereof in the United States and all copyright ownership and authorship rights therein elsewhere throughout the universe shall belong solely to ITAK pursuant to 17 U.S.C. § 201(b).

I agree to the above stipulations and grant IAITAM permission to use this article in any of its publications, promotions, or media. I further agree to hold harmless IAITAM or ITAK for damages or claims arising out of any articles placed in the magazine.

Signature _____

Date _____