

DESIGN • BUILD • PROGRAM • LEARN • COMPETE

# SERVO

MAGAZINE

VOLUME 15 ♦ 2017  
www.servomagazine.com

**S**ERVO Magazine readers design and build robots for various types of competitions, home service/personal use, and/or as part of their job. Interests range from televised robot battles to machines that dispose of bombs, explore Mars, vacuum floors, possess intelligence, or care for the elderly.

SERVO readers work in high-tech positions as well as in education, and buy products and/or services necessary for their respective projects. SERVO readers are problem solvers, inventors, and innovators. They often volunteer as mentors for student robotic teams, and a lot of those team members also read the magazine and use it to spec parts for their builds.



SERVO Magazine

endeavors to create a bond and partnership whereby buyers and sellers can communicate with each other, and satisfy their individual and unique needs – whether these relate to information or purchasing options.

SERVO will position your company before a sharp, tech-savvy audience that boasts an unusual combination of skill sets – encompassing creative, mechanical, electronic, and software. These techno-geniuses are hungry for information and possess ample resources for use in their pursuits.



SERVO readers and browsers are known to be active participants that buy products and services presented through the various options that are available:

- Print publication
- Digital edition
- Mobile app across multiple platforms
- Website
- Twitter updates
- Facebook presence
- Product store

Readership is approximately 12,000 monthly. Largest percent of readership falls into these categories:

- MALE
- PROFESSIONAL

- 32-49 AGE RANGE (with approx 22% 25 and under)
- \$35,000-\$50,000 INCOME BRACKET
- GRADUATED FROM A FOUR-YEAR COLLEGE
- WORKS FULL TIME

SERVO provides national and international readership, and often provides media sponsorships of and additional circulation to related industry events and competitions throughout the year so new readers are consistently see the magazine.

# SERVO

MAGAZINE

## PRINT ADVERTISING OPPORTUNITIES



- All print ads are automatically included in the digital version of the magazine and also the mobile app – each with a hotlink to the advertiser's website.

- We offer a special discount to advertisers running display ads in both *SERVO Magazine* and *Nuts & Volts* during the same month. Ads must be a Showcase size or larger to qualify. Contact us for more details.

### Black & White Ad Rates

	1X	3X	6X	12X
2 PAGES	\$2,692	\$2,557	\$2,423	\$2,154
FULL PAGE	\$1,417	\$1,346	\$1,275	\$1,134
2/3 PAGE	\$1,010	\$960	\$909	\$808
1/2 PAGE	\$800	\$760	\$720	\$640
1/3 PAGE	\$543	\$516	\$489	\$434
1/4 PAGE	\$445	\$423	\$401	\$356

### Four Color Rates

*Additional cost per insertion*

FULL PAGE	\$450	1/3 PAGE	\$200
2/3 PAGE	\$350	1/4 PAGE	\$150
HALF PAGE	\$250		

### Premium Pages

*Mandatory full page, four color charges must be added.*

	1X	3X	6X	12X
COVER 4 (back)	\$2,452	\$2,329	\$2,207	\$1,962
COVER 2-3 (inside)	\$1,967	\$1,869	\$1,770	\$1,574
COVER 5-6 (facing)	\$1,787	\$1,699	\$1,609	\$1,430

*All prices are subject to change without notice.*

### ROBO-LINKS

*This is a print and web ad all in one!* Ads appear in the print magazine and also in a special location on our website with a hotlink to the advertiser's site.

Rate includes four color.

**Banner Ad:** \$200 per month **3-1/2" W x 1" H**

### PREPAY AND SAVE!

Prepay discounts are available for the **Robo-Links** advertising section only as shown:

- Prepay 3 insertions = **5% discount**
- Prepay 6 insertions = **10% discount**
- Prepay 12 insertions = **15% discount**

### Closing Dates

<u>Issue</u>	<u>Space Closing</u>	<u>Artwork Due</u>
January 2017	November 21 (2016)	November 28
February	December 19	December 26
March	January 16 (2017)	January 23
April	February 13	February 21
May	March 20	March 27
June	April 17	April 24
July	May 15	May 22
August	June 19	June 26
September	July 17	July 24
October	August 21	August 28
November	September 18	September 25
December	October 16	October 23
January 2018	November 20	November 27
February	December 18	December 26

- A special positioning charge of 10% applies to ads requiring placement in the first 20 pages.

- All ads must be submitted electronically per our digital requirements. Ads not supplied to our specs may be charged a conversion fee.

### SHOWCASE ADS

Price per insertion in this special section is based on the number of months signed up for. Showcase advertisers are listed in the Advertiser Index that is printed in the magazine. Rates include four color.

1X	3X	6X	12X	2-1/4" W x 4-3/4" H
\$375	\$356	\$338	\$300	

◆ **VOLUME 15**  
**2017 RATES and DATES**

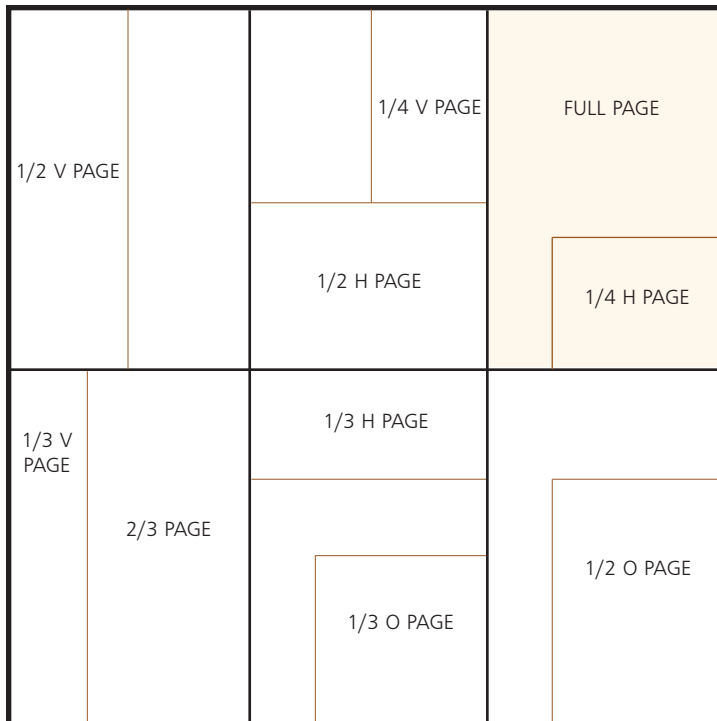


## STANDARD PAGE SIZES

	Vertical W x H	Horizontal W x H	Other W x H
FULL PAGE	7-1/4" x 9-3/4"		
2/3 PAGE	4-3/4" x 9-3/4"		
1/2 PAGE	3-1/2" x 9-3/4"	7-1/4" x 4-3/4"	4-3/4" x 7-1/4"
1/3 PAGE	2-1/4" x 9-3/4"	7-1/4" x 3-1/8"	4-3/4" x 4-3/4"
1/4 PAGE	3-1/2" x 4-3/4"	4-3/4" x 3-1/2"	

Nuts & Volts Showcase ad: 2-1/4" x 2-1/4"

SERVO Magazine Showcase ad: 2-1/4" W x 4-3/4" H



**MAGAZINE TRIM SIZE:** 8-1/8" x 10-3/4"

**BLEED:** Add 1/8" over trim size to each side that will bleed.

Live copy should not extend outside the image area on ads that bleed. Publisher is not responsible for copy that is cut off.

### Policies and General Info

- Nuts & Volts and/or SERVO Magazine are published monthly by T & L Publications, Inc.
- Print advertisers are automatically included in the digital version of the magazine, as well as the mobile app and yearly compilations on CD-ROMs.
- Unless new copy is received by the artwork due date, the last ad that ran will be printed. Ads will not be pulled because the client didn't supply new artwork by the deadline.
- The publisher reserves the right to accept, reject, or cancel advertising copy for any reason at any time. Ads that do not relate to the content of the magazine will be refused.
- Advertisements that are a Showcase ad size or larger and have a company name appearing in their ad will be listed in the Advertiser's Index. No refund or other compensation is given for errors in the index.
- T&L Publications, Inc., will not recognize or be bound by conditions or instructions included in insertion orders or other materials submitted which are contrary to terms and policies listed in the rate card and/or advertising contract.
- Special positioning requests will be honored as closely as possible, but are not guaranteed.
- Advertisers and their agencies will be held jointly liable for any unpaid balances.
- Advertising contracts may be cancelled by either party with 30 days written notice prior to the closing date of a specified issue. Short rate penalties may apply. Telephone cancellations will not be accepted or considered valid. Ads cancelled after the deadline will be charged.
- Signed, active contracts are rate protected until their expiration.
- The first month of a new contract or ads that run month-to-month must be prepaid by the closing date of the issue the ad is scheduled in to guarantee placement.
- We accept Visa, MasterCard, American Express, Discover, company checks, money orders, PayPal, and wire transfers. Funds must be in US dollars, drawn on a US bank.
- The publisher makes no claims for the legality of any item advertised in Nuts & Volts and/or SERVO Magazine. This is the sole responsibility of the advertiser. Advertisers and their agencies agree to indemnify and protect the publisher from any and all claims, action, or expense arising from advertising placed in Nuts & Volts and/or SERVO Magazine.
- Unintentional or inadvertent failure by the publisher to include advertising matter does not constitute a breach of contract or otherwise subject the publisher to any liability whatsoever.
- Ad production services are available. Charges are based on ad size and complexity. Publisher will not be held responsible for typos or other errors if checking proofs are not requested.
- Production charges and color are non-commissionable.

All files must be formatted for and be readable by a PC. Submit files compatible with these programs/versions:  
**Acrobat 5.0      Photoshop 6.0      Illustrator 9.0**

The best file type to send is a .pdf or .eps with all fonts and graphics embedded. Images should be at 100% size and 300 dpi. If the dpi is lower, print quality cannot be guaranteed. Color should be set at CMYK, not RGB. In some cases, we can convert RGB to CMYK, but this may result in dulled colors. If manipulation of digital files becomes necessary to make them digital-ready or changes to existing ads are requested, a production charge may be incurred.

You can email ad files to [display@nutsvolts.com](mailto:display@nutsvolts.com) or [display@servomagazine.com](mailto:display@servomagazine.com), respectively. If your attachment is over 10 MB, you'll need to provide a link or use an Internet service such as Dropbox or Hightail.

## Online Advertising

Drive traffic from our website to yours!

**LeaderBoard**  
728 x 90  
**\$650** per month/30 days

Since our website is responsive, be sure to include a 300x250 version of the LeaderBoard, as well.



Have Fun! Learn Something!

Well, it's that time again! Time to take a break from your hectic week and settle into some good reading, just in time for the weekend! Too busy right now? No worries, it's all about YOU! We give YOU the stuff and YOU read it when you want. Sounds like a good relationship to me. As always, feel free to share any of this with your friendliest friends, post on Facebook, share with your school, robot club, or whatever your thing is.

That's it, enjoy!

### H-2-Opus

**BASIC Stamp-driven (it is all), controlled by MIDI, has 36 valves, five sensors, seven lights, three lasers, and a fog machine. H-2-Opus is the result of 2 years of learning, experimenting, and imagination!**

**Read it Now!**



### Transistor Clock

Return to the glory days of discrete components.

Build a digital clock using only transistors as the active elements. The final parts count is 194 transistors, 558 resistors, 480 capacitors, and 17 capacitors. (A soldering job for the rest so best of luck!)

**Read it Now!**



### How To Trick An Op-Amp



## Weekly Content Newsletter from SERVO's sister publication, Nuts & Volts

Many readers of *Nuts & Volts* are interested in robotics, as well. Plus, they will use similar products advertised in *SERVO* for other types of projects. This unique ad space includes one graphic spot (approx. 220x140) and the text which consists of a headline, 50 words max of body copy, and a "call to action" link to the URL of your choice. It will be clearly marked as an advertisement. You just send the text and graphic, and we'll put it together for you. Current rates are:

**\$795** one week • **\$500** per week for four weeks

## Top Side Banner

300 x 250

**\$950** per month/30 days  
(This is an exclusive spot.)

## Lower Side Banners

300 x 250

**\$595** per month/30 days

## Digital Issue Marketing Enhancements

Make your company message *really* stand out with one of our multimedia options! Sponsored Welcome Page, Videos, Drawer Spaces, Tabs ... we have several options to choose from! Contact the office for pricing and availability.

*You must have a print ad (quarter page or larger) to take advantage of these special marketing tools!*

## Digital Issue LeaderBoard Ads

**Target an even more Captive Audience** — The LeaderBoard spot (728x90) at the top of each digital magazine is available. This ad stays with the particular issue **permanently** with an active link to your website (or the URL of your choice). As current and new readers

access the digital edition, they will constantly see your ad there. Space is reserved on a first come, first serve basis. **Only one advertiser per issue is allowed, so it's an exclusive spot.**

Current rate:  
**\$675** per issue

### Art Due Dates for Digital Edition LeaderBoards

ISSUE	ARTWORK DUE
January 2017	December 12
February	January 9
March	February 6
April	March 6
May	April 10
June	May 8
July	June 5
August	July 10
September	August 7
October	September 11
November	October 9
December	November 6
January 2018	December 11
February	January 8

## Digital Issue Available Email Blasts

175x50	<b>\$82</b> /per email blast
175x90	<b>\$95</b> /per email blast
300x50	<b>\$123</b> /per email blast
300x90	<b>\$151</b> /per email blast

This is the email blast that goes out to all the digital subscribers each month letting them know their new issue is ready to view.

### Art Due Dates for Digital Issue Email Blasts

ISSUE	ARTWORK DUE
January 2017	December 19
February	January 16
March	February 13
April	March 13
May	April 17
June	May 15
July	June 12
August	July 17
September	August 14
October	September 18
November	October 16
December	November 13
January 2018	December 18
February	January 15