

■ DESIGN ■ BUILD ■ PROGRAM ■ LEARN ■ COMPETE

VOLUME 16 ■ 2018

www.servomagazine.com

display@servomagazine.com



SERVO 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.

- Print publication
- Digital edition
- Mobile app across multiple platforms
- Constantly updated content-oriented responsive website
- Content newsletter
- 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 UNIVERSITY
- WORKS FULL TIME



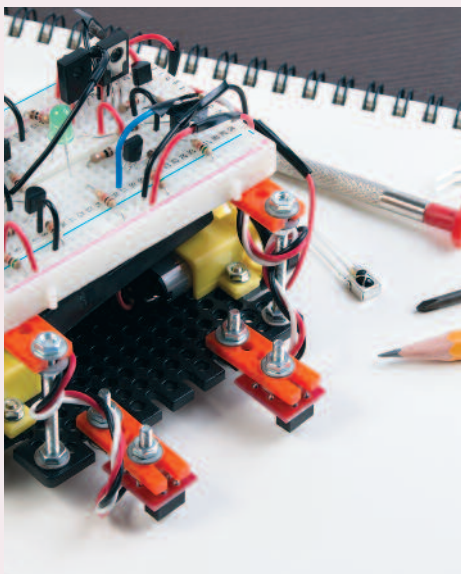
PRINT ADVERTISING OPTIONS

SPECIAL SECTIONS

SHOWCASE ADS

Rates for this unique section include four color. Ad size is 2-1/4" W x 4-3/4" H.

1x	2x-3x	4x-5x	6x (1 yr)
\$563	\$534	\$507	\$450



2018 Closing Dates

<u>Issue</u>	<u>Space Closing</u>	<u>Artwork Due</u>
May-June	March 19	March 26
July-August	May 14	May 21
September-October	July 16	July 23
November-December	September 17	September 24
2019		
January-February	November 19	November 26
March-April	January 14	January 21

- 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.



Black & White Ad Rates

	1x	2x-3x	4x-5x	6x (1 yr)
2 PAGES	\$4,038	\$3,836	\$3,635	\$3,231
FULL PAGE	\$2,126	\$2,019	\$1,913	\$1,701
2/3 PAGE	\$1,515	\$1,440	\$1,364	\$1,212
1/2 PAGE	\$1,200	\$1,140	\$1,080	\$960
1/3 PAGE	\$815	\$774	\$734	\$651
1/4 PAGE	\$668	\$635	\$602	\$534

Four Color Rates

Additional cost per insertion

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

Premium Pages

Mandatory full page; four color charges must be added.

	1x	2x-3x	4x-5x	6x (1 yr)
COVER 4 (back)	\$3,678	\$3,494	\$3,311	\$2,943
COVER 2-3 (inside)	\$2,951	\$2,804	\$2,655	\$2,361
COVER 5-6 (facing)	\$2,681	\$2,549	\$2,414	\$2,145

Price per insertion is based on the number of issues signed up for. 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 (for the two months that coincide with the print edition) with a hotlink to the advertiser's site. Rate includes four color. Ad size is 3-1/2" W x 1" H.

1x	2x-3x	4x-5x	6x (1 yr)
\$700	\$600	\$500	\$400



SERVO

MAGAZINE

Website Advertising

LeaderBoard

728 x 90

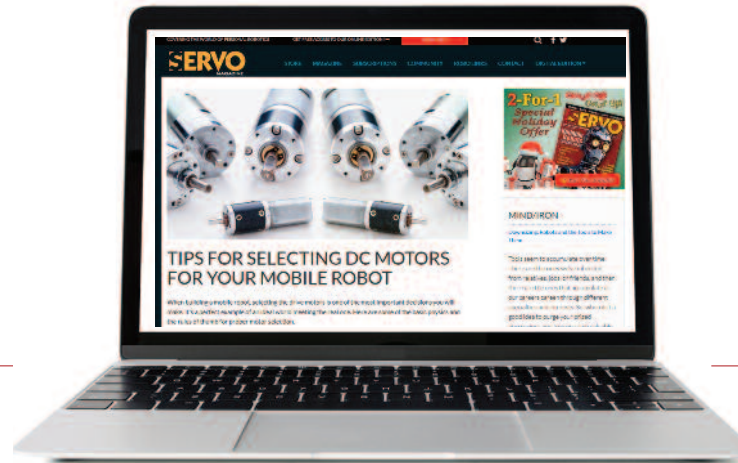
\$650 per month/30 days

Side Banners

300 x 250

\$595 per month/30 days

ONLINE and DIGITAL OPTIONS



Exclusive Top Position

Side Banner

300 x 250

\$950 per month/30 days

(No other ads will be in rotation with your ad in this spot.)

Monthly Content Newsletter



Reach more than just subscribers with an ad in our newsletter that goes out twice a month!

We have two ad designs to choose from:

Content Style

This unique ad space includes one graphic spot (approx. 220x140) and text which consists of a headline, 50 words max of body copy, and a "call to action" link to the URL of your choice. You just send the text and graphic, and we'll put it together for you.

LeaderBoard

The size of this ad is 600x90 and includes a link to the URL of your choice.

	1X	2X	3X	4X
Content Style:	\$650	\$550	\$450	\$350
LeaderBoard:	\$500	\$425	\$350	\$275

Rates shown are per week. The more weeks you sign up for, the better your per week rate. Weeks do not have to be consecutive unless that is preferred. Short rate penalties may apply if a contract is cancelled before completion.

All prices are subject to change without notice. Advertisers with signed active contracts on file are rate protected until their expiration. The publisher reserves the right to accept, reject, or cancel advertising copy for any reason at any time.

Digital Issue Available Email Blasts

This is the email blast that goes out to all the digital subscribers letting them know their new issue is ready to view. Ad size is 600x90.

\$265 per issue

Due Dates

ISSUE	ARTWORK DUE
January 2018	December 18
February	January 15
March	February 12
May-June	April 16
July-August	June 11
September-October	August 13
November-December	October 15

2019

January-February	December 17
March-April	February 11

Digital Issue LeaderBoards

One ad spot (728x90) is available at the top of each monthly digital magazine. 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.

\$830 per issue

Due Dates

ISSUE	ARTWORK DUE
January 2018	December 11
February	January 8
March	February 5
May-June	April 9
July-August	June 4
September-October	August 6
November-December	October 8

2019

January-February	December 10
March-April	February 4

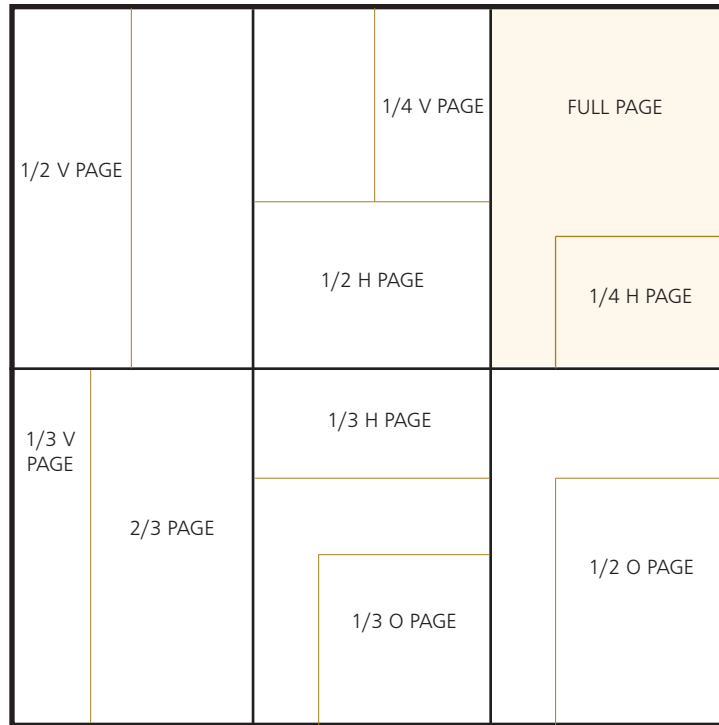
display@nutsvolts.com • display@servomagazine.com
430 Princland Court, Corona, CA 92879 • (951) 371-8497

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 *SERVO Magazine* are published six times a year (bi-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 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.
- Print advertising contracts may be cancelled by either party with 30 days written notice prior to the closing date of a specified issue. Digital advertising contracts may be cancelled by either

All files must be formatted for and be readable by a PC. Submit files compatible with these programs/versions or later:

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

party with 10 days notice prior to the starting date. 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 are non-commissionable.

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.

Email ad files to display@nutsvolts.com or display@servomagazine.com, respectively. If your attachment is over 10 MB, you'll need to provide us with a link or use an Internet service such as Dropbox or Hightail.