



## Reach Your Target Audience – Advertise With TechServe Alliance Now!

Reach over 3,500 IT staffing and services professionals when you advertise in TechServe Alliance publications – **Monitor Online** (quarterly) and **News You Can Use** (weekly).

TechServe Alliance provides IT staffing and services industry professionals with industry trends, analysis and information on a weekly and quarterly basis.

*Monitor Online* is the official quarterly online publication of TechServe Alliance, providing readers with six sub-sections of relevant industry information. Badge and banner ads are available.

- Legal/Legislative
- Financial/Insurance
- Operations
- Recruiting
- Sales/Marketing
- Association News

*News You Can Use* is a one-page news brief offering a weekly update with links to current articles of interest to executives and professionals in the IT staffing and services industry.

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### Ad Specifications

- **Standard Ad** – Is hyperlinked to your specified Web pages and maybe posted on one of six sub-sections of the issue. (Limit - three per page) Standard ads are available in both publications. 120x120 GIF or JPG only.
- **Premium Ad** – Is hyperlinked to specified Web pages and will appear on *Monitor Online* front page opening screen for three months. 120x120 PX GIF or JPG only.
- **Banner Ad** – (Available in *Monitor Online* only) is hyperlinked to your specified Web pages and maybe posted on the top of one of six sub-sections of the issue. 468x60, GIF or JPG only.

Badge ad  
120 x 120 PX

Full banner 468x60

**Direct e-mail badge ad and hyperlink to Julie Price-Shehan at [price@techservealliance.org](mailto:price@techservealliance.org).**

**Important** - If a new ad is specified but not received for a current contract, the most recent ad will be inserted. Insertions are accepted on a first-come, first-served basis. TechServe Alliance cannot guarantee that competitors will not be advertising in the same issue of the magazine.

**2010-2011 Associates Ad Rates and Order Form  
(Non-Associates Add 50% to Below Pricing)**

<b>Monitor Online</b>				
	<b>Discount</b>	<b>Standard</b>	<b>Premium</b>	<b>Banner</b>
1 Quarterly Issue	0%	\$450.00	\$540.00	\$600.00
2 Quarterly Issues	10%	\$810.00	\$972.00	\$1,180.00
4 Quarterly Issues	20%	\$1,440.00	\$1,728.00	\$2,110.00

**Weeks may be purchased in minimum packages of four. Contact Justeen Hill at [sales@techservealliance.net](mailto:sales@techservealliance.net) 866-632-1499 ext. 302 for Availability. Six maximum spots available for advertising per issue.**

<b>News You Can Use</b>			
<b># of weeks</b>	<b>Price</b>	<b>Discount</b>	<b>Discounted Price</b>
4	\$600	---	\$600.00
8	\$1,200	10%	\$1,080.00
12	\$1,800	10%	\$1,620.00
16	\$2,400	10%	\$2,160.00
20	\$3,000	10%	\$2,700.00
24	\$3,600	10%	\$3,240.00
28	\$4,200	10%	\$3,780.00
32	\$4,800	15%	\$4,080.00
36	\$5,400	15%	\$4,590.00
40	\$6,000	15%	\$5,100.00
44	\$6,600	15%	\$5,610.00
48	\$7,200	20%	\$5,760.00
52	\$7,800	20%	\$6,240.00

**Become an Associate – Enjoy Associate Benefits and Save Big on Advertising, Exhibit Space and Sponsorships!**



## 2010-2011 Advertising Reservation Form

### Monitor Online Issue:

- All four Issues
- Fall (due by September 6, 2010)                       Spring (due by April 5, 2011)
- Winter (due December 6, 2010)                       Summer (due by July 5, 2011)

**News You Can Use:** Contact Justeen or Julie for available weeks.

Number of weeks \_\_\_\_ List week numbers requested. \_\_\_\_\_

Total Price \$ \_\_\_\_\_

TOTAL AMOUNT \$ \_\_\_\_\_

American Express     MasterCard     Visa                      Exp. date \_\_\_\_\_

Card Number \_\_\_\_\_

Cardholder Name \_\_\_\_\_

Billing Address \_\_\_\_\_

City, State, ZIP \_\_\_\_\_

Daytime Phone \_\_\_\_\_

Signature \_\_\_\_\_

*Payment in full must accompany this contract. Any credit card information furnished to TechServe Alliance will be used only as necessary to process payment and will not be shared with any other party except as may be required by law. All sales are final.*

**Please Make a Copy for Your Files.**

**Submit All Contracts and Payments to Justeen Hill**  
sales@techservealliance.net 866-632-1499 ext. 302