



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.

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

Monitor Online				
	Discount	Standard	Premium	Banner
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 Joy Juwaynat at juwaynat@techservealliance.org 703.838.2050 x100 for Availability. Six maximum spots available for advertising per issue.

News You Can Use			
# of weeks	Price	Discount	Discounted Price
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 Advertising Reservation Form

Monitor Online Issue:

- All four Issues
- Spring (due by April 5, 2010) Summer (due by July 5, 2010)
- Fall (due September 6, 2010) Winter (due by January 25, 2010)

News You Can Use: View Calendar for available weeks.
Contact Joy or Julie for available weeks.

Number of weeks ____ List week numbers requested. _____

Total Price \$ _____

TOTAL AMOUNT \$ _____

American Express MasterCard Visa Exp. date _____

Company Name _____

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 Joy Juwaynat
juwaynat@techservealliance.org 703.838.2050 x100