

usitt

Founded in 1960, USITT connects performing arts design and technology communities to ensure a vibrant dialogue among practitioners, educators, and students. We also facilitate the advancement of our members' knowledge and skills through networking opportunities, an annual conference and training workshops, and a myriad of publications.

Our 3,800+ Members are:

- scenery, costume, sound, and lighting designers & technicians
- properties, makeup, and special effects craftpersons
- stage managers and technical directors
- architects, acousticians, and theatrical consultants
- performing arts instructors, professors, and students
- manufacturers, suppliers, and distributors
- colleges, universities, and high schools
- performing arts centers and theatres

United States Institute for Theatre Technology, Inc.

THE ASSOCIATION OF DESIGN, PRODUCTION, AND TECHNOLOGY PROFESSIONALS IN THE PERFORMING ARTS AND ENTERTAINMENT INDUSTRY

2012 Media Guide

NEW
Advertise on the WEB!



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usitt

MEMBER DISCOUNTS

USITT organizational members enjoy the following discounts:

Contributing Members

Display Advertising

- 15% discount on TD&T advertising
- 20% discount on Membership Directory and Conference Program with four-issue TD&T insertion agreement

WEB Advertising

- 15% discount on web advertising
- 20% discount on web advertising with a four-issue TD&T ad insertion agreement
- One free cycle of web advertising with a four-issue TD&T cover ad
- 20% discount on web advertising with a Membership Directory of Conference Program ad insertion agreement
- 50% discount on one cycle of web advertising with a Membership Directory or Conference Program cover ad

Sustaining Members

Display Advertising

- 10% discount on TD&T advertising
- 15% discount on Membership Directory and Conference Program with four-issue TD&T ad insertion agreement

WEB Advertising

- 10% discount on web advertising
- 15% discount on web advertising with a four-issue TD&T ad insertion agreement
- One free cycle of web advertising with a four-issue TD&T cover ad
- 15% discount on web advertising with a Membership Directory or Conference Program ad insertion agreement
- 50% discount on one cycle of web advertising with a Membership Directory or Conference Program cover ad

Supporting Members

Display Advertising

- 5% discount on TD&T advertising
- 10% discount on Membership Directory and Conference Program with four-issue TD&T ad insertion agreement

WEB Advertising

- 5% discount on web advertising
- 10% discount on web advertising with a four-issue TD&T ad insertion agreement
- One free cycle of web advertising with a four-issue TD&T cover ad
- 10% discount on web advertising with a Membership Directory or Conference Program ad insertion agreement
- 50% discount on one cycle of web advertising with a Membership Directory or Conference Program cover ad

see USITT.org for more
information on member benefits

Display Advertising

PERIODICALS



TD&T (Theatre Design & Technology) is USITT's four-color quarterly journal offering in-depth, informative articles on a variety of topics and professional disciplines, as well as new product and book reviews, how-to pieces, designer profiles, and international news. According to a professional survey, *TD&T* is the entertainment periodical most frequently read by individual USITT members. Issues are published every Winter, Spring, Summer, and Fall.

A benefit of membership, *TD&T* is mailed to over 3,800 members and subscribed to by over 440 libraries for an **estimated total readership of 5,000**.

*TD&T is one of
the MOST frequently
read publications
among individual
USITT members*

MEMBERSHIP DIRECTORY & RESOURCE GUIDE

The Membership Directory is the resource for contact information for every member and a valuable networking tool. Members reference their directories extensively throughout the year to connect with other members and find information on member benefits and special programs.

A benefit of membership, the **Membership Directory & Resource Guide** is mailed annually to over 3,800 members. With sharing among individuals and departments, **estimated total readership is 4,700**.

CONFERENCE PROGRAM

Published annually and distributed to all Conference attendees, the Program is an invaluable guide to the myriad of activities, sessions, and events occurring during conference week. The Program also includes a detailed map of Stage Expo with a listing and description for every exhibitor.

A benefit of conference registration, the *Conference Program* is distributed to every attendee. **Annual attendance and readership averages over 3,800 people.**



Prices and dates in this Media Guide valid through 12/31/12

RATES



Placement	Rate	4-clr	B&W	
Back Cover	1-3 issues	2,515	Covers are available 4 color only	
	4 issues	1,945		
Cover 2 or 3	1-3 issues	1,795		
	4 issues	1,440		
Full Page	1-3 issues	1,640		1,040
	4 issues	1,330		730
2/3 Page	1-3 issues	1,435	835	
	4 issues	1,185	585	
1/2 Page	1-3 issues	1,230	630	
	4 issues	1,040	440	
1/3 Page	1-3 issues	1,075	475	
	4 issues	935	330	
1/4 Page	1-3 issues	970	370	
	4 issues	860	260	
1/8 Page	1-3 issues		270	
	4 issues		190	

MEMBERSHIP DIRECTORY & RESOURCE GUIDE and CONFERENCE PROGRAM

Placement	4-clr	B&W
Back Cover	2,515	
Cover 2 or 3	1,795	
Full Page	1,640	1,040
2/3 Page	1,435	835
1/2 Page	1,230	630
1/3 Page	1,075	475
1/4 Page	970	370

DEADLINES



ISSUE	ORDER DUE	MATERIAL DUE	PUBLISH DATE
WINTER	December 1, 2011	January 2, 2012	January 31, 2012
SPRING	March 19, 2012	April 16, 2012	May 14, 2012
SUMMER	June 1, 2012	June 29, 2012	July 31, 2012
FALL	September 17, 2012	October 15, 2012	November 14, 2012

CONFERENCE PROGRAM

ORDER DUE	MATERIAL DUE	PUBLISH DATE
January 15	January 29	March 28

MEMBERSHIP DIRECTORY & RESOURCE GUIDE

ORDER DUE	MATERIAL DUE	PUBLISH DATE
August 31	September 14	November 1

AD SIZES

TD&T

Full Page/Cover

BLEED

8 1/2" x 11 1/8"
(8.5 x 11.13)

TRIM SIZE

8 1/4 x 10 7/8
(8.25 x 10.87)

DIRECTORY & CONFERENCE PROGRAM

Full Page/Cover

BLEED

8 3/4" x 11 1/4"
(8.75 x 11.25)

TRIM SIZE

8 1/2" x 11"
(8.5 x 11)

Note: Only full page ads available as bleeds. Keep live matter a minimum of a 1/4" from trim edge.

TD&T, Membership Directory & Conference Program

Ad sizes below applicable for all publications

2/3 Vertical
4 5/8" x 10"
(4.63 x 10)

Full Page No Bleed
7" x 10"

1/2 Island
4 5/8" x 7 3/8"
(4.63 x 7.38)

1/2 Horizontal
7" x 4 7/8"
(7 x 4.88)

1/3 Square
4 5/8" x 4 7/8"
(4.63 x 4.88)

1/4
3 3/8" x 4 7/8"
(3.38 x 4.88)

1/8
3 3/8" x 2"
(3.38 x 2)

1/2 Vertical
3 3/8" x 10"
(3.38 x 10)

1/3 Vertical
2 1/4" x 10"
(2.25 x 10)

DISPLAY ADVERTISING — MATERIAL REQUIREMENTS

TD&T, MEMBERSHIP DIRECTORY & RESOURCE GUIDE and CONFERENCE PROGRAM

Ad artwork must be in digital format. MAC or PC files accepted.

Applications

QuarkXpress or InDesign: Provide native file with fonts and images included.

PDF: File must be high-resolution (300 dpi), saved as press-optimized with fonts embedded.

All other software: save document as EPS or TIFF with all images embedded and fonts saved as outlines (or include printer and screen fonts with file).

Color

Four color ads must be set up CMYK (not RGB). Black and white ads must be set up black and white (no color information should appear in the file itself or any images/photos contained therein).

TERMS AND REGULATIONS

1. Invoices are mailed upon publication. Terms are Net 30 days to advertisers with established accounts. Prepayment or college/university purchase order is required for new accounts.
2. Cancellations: No cancellations accepted after order due date.
3. All copy is subject to approval by United States Institute for Theatre Technology, Inc. USITT reserves the right to reject or cancel any advertising which

Photos or Images

Saved as EPS or TIFF. Resolution should be 300 dpi minimum.

four color ads - photos or images must be set up CMYK (not RGB).

black and white ads - photos or images must be set up black and white (no color information should be present when ad is exported).

Proofs

Ad submission must include a proof. High resolution laser or PDF acceptable.

Production Charges

Advertiser will be billed for production work required for ad material that does not meet mechanical requirements.

does not conform to the standards of the publication.

4. Advertiser is strictly liable for the content of its advertisements and agrees to defend, indemnify, and hold harmless USITT for claims arising from the publication of the advertisement.
5. When any advertisement is placed by an agency on behalf of an advertiser, the company and agency are jointly and severally liable for advertising charges.

Materials Submission

Files should be uploaded to USITT's ftp site.

FTP Server: <ftp://ww2.usitt.org>

User name: **adscustomers**

Password: **adscustomers1**

Type address into web browser and enter User name and Password into log-in box. Copy or move artwork file(s) onto the site. Once files have been successfully transferred, send an e-mail to jim@office.usitt.org (*TD&T* or *Membership Directory* artwork) or hpwillard@aol.com (*Conference Program* artwork).

Advertisers with the ftp site questions may contact Jim Lucas at the USITT office for assistance.

Files may also be sent on CD to:
USITT, Inc.

Attn: [Insert name of Publication] Advertising
315 So. Crouse Ave, Suite 200
Syracuse, NY 13210

6. The sole obligation of USITT as to any failure default on its part shall be limited to a refund of paid advertising charges.
7. For multiple issue agreements, the ad run in the previous issue will be repeated if advertiser does not provide written instructions to the contrary and new artwork by the issue's material deadline.

WEB ADVERTISING

All web ads run for three months cycles. Ads can be posted at any time. Rates are based on an ad posted on all eight main USITT web pages. Additional web pages are available at \$25 per page (restrictions apply). Ad specifications are 290 X 160 pixels.

WEB advertising ONLY (advertising customer does not participate in USITT periodical advertising)
Rate = \$360.00 per cycle
Rate for four cycles = \$333.00 per cycle

Four-time TD&T Advertiser (advertising customers with a signed four-time TD&T advertising agreement)
Four-time COVER advertisers get one free cycle of WEB advertising
Rate = \$300 per cycle
Rate for four cycles = \$240 per cycle

Membership Directory and/or Conference Program ONLY Advertiser (advertising customers with a signed agreement for an ad in the *Membership Directory* or the *Conference Program*)

COVER advertisers get ½ price discount on one cycle = \$175
Rate = \$350 per cycle
Rate for four cycles = \$280 per cycle

MATERIAL REQUIREMENTS – WEB Advertising
Ad specifications are 290 X 160 pixels. Ads can be uploaded to the FTP server by following the instructions under Material Requirements – Display Advertising or by e-mailing the ad to jim@office.usitt.org

TERMS AND REGULATIONS

1. Invoices are mailed when the ad is posted on the USITT website. Purchase orders are accepted with established USITT accounts. Terms are net 30 days to advertisers with established accounts. Pre-payment is required for new accounts.
2. Cancellations: no cancellations accepted after agreements are signed. Ads may be removed without refund.
3. All ads are subject to approval by United States Institute for Theatre Technology, Inc. USITT reserves the right to reject any advertising that it deems inappropriate.
4. Advertiser is strictly liable for the content of its ads and agrees to defend, indemnify and hold harmless USITT for claims arising from the posting of the ad.
5. Where any ad is placed by an agency on behalf of an advertiser, the company and agency are jointly severally liable for advertising charges.
6. The sole obligation of USITT as to any failure or default on its part shall be limited to a refund of paid advertising charges.
7. USITT reserves the right to restrict ads on specific USITT web pages.

FOR ADDITIONAL INFORMATION

TD&T, Membership Directory, and WEB advertising contact:

Jim Lucas

Member Services & Ad Sales
PHONE: 800-938-7488 or
315-463-6463, ext. 102

FAX: 866-398-7488 or 315-463-6525
e-mail: jim@office.usitt.org

Conference Program advertising contact:

Helen Willard

Stage Expo Sales Manager
PHONE: 800-398-EXPO
e-mail: hpwillard@aol.com

USITT

315 South Crouse Avenue, Suite 200
Syracuse, NY 13210
PHONE: 800-938-7488 or 315-463-6463
FAX: 866-398-7488 or 315-463-6525
info@office.usitt.org
www.usitt.org