

OPASTCO **ROUNDTABLE**

BIG IDEAS FOR SMALL TELCOS

OPASTCO Roundtable is published four times per year. Two issues (Spring and Fall) are the Convention Wrap-Up issues, which include in-depth coverage of the association's winter and summer convention activities.

PUBLISHER

Organization for the Promotion and Advancement of Small Telecommunications Companies (OPASTCO)

EDITORIAL OFFICE

OPASTCO
202/659-0828
fax: 202/659-4619
e-mail: roundtable@opastco.org
Martha K. Silver, *Editor*

ADVERTISING OFFICE

Partyke Communications
145 Harrell Road, Suite 119
Fredericksburg, VA 22405

540/374-9100

FAX: 540/374-9265

E-MAIL: advertise@opastco.org
Sue Partyke, *Advertising Manager*

Please address all advertising inquiries and requests to the advertising manager at Partyke Communications Inc.

winter 2011

Video

INCLUDING: Delivering More of What Your Customers Want

Marketing

INCLUDING: Making Every Promotion Count

AD SPACE RESERVATIONS: December 10, 2010

AD MATERIALS: December 17, 2010

spring 2011

National Broadband Plan

INCLUDING: An Update on the Strategic Issues

Winter Convention Wrap-Up

AD SPACE RESERVATIONS: March 11

AD MATERIALS: March 18

summer 2011

Finance

INCLUDING: Where Do We Go From Here?

Training

INCLUDING: Investing in the Right People at the Right Time

AD SPACE RESERVATIONS: June 10

AD MATERIALS: June 17

fall 2011

Broadband

INCLUDING: Consumer Expectations and Creating Value

Summer Convention and Tradeshow Wrap-Up

AD SPACE RESERVATIONS: September 16

AD MATERIALS: September 23

PLUS:

Sign a 4x contract to advertise in **OPASTCO Roundtable** and receive a **complimentary banner** in **OPASTCO.org's** Resource section—the most-visited pages at our Website!

2011 Display Advertising Rates

Rates are based on the total number of times a unit of advertising is placed during a 12-month period. A unit of advertising is any size advertisement from a quarter-page ad to a full-page ad. Half- or full-page spreads count as two units. All rates are per issue.

Cover Rates

Cover rates include all charges for space and four-color process. Cover contracts are sold on a 4x basis only and are non-cancelable.

Cover 2 (inside front cover)	\$3,435
Cover 3 (inside back cover)	\$3,145
Cover 4 (outside back cover)	\$3,975

Inside Rates: Black-and-White

	1X		2X		4X	
	MEMBER	NON	MEMBER	NON	MEMBER	NON
Full page	1,715	2,325	1,590	2,110	1,475	2,035
2/3 page	1,485	1,975	1,335	1,740	1,215	1,705
1/2 island	1,335	1,800	1,190	1,595	1,135	1,545
1/2 page	1,095	1,485	985	1,335	955	1,295
1/3 page	775	1,040	700	930	660	900
1/4 page	600	805	545	740	530	690

For membership information, contact OPASTCO at 202/659-5990 or go to www.opastco.org.

Inside Rates: Color

Four-color process: \$1,090 in addition to the preceding black-and-white rates. PMS color rates quoted on request.

Position

Advertisers wishing to guarantee placement of advertisements may do so for a 20 percent additional charge on space and color rates.

Mechanical Specifications

Advertisements will be accepted only in the following dimensions. (Dimensions are in inches.) The publisher reserves the right to resize any advertisement that is inaccurate.

SPACE SIZE	WIDTH"	DEPTH"
Full-page (non-bleed)	7	10
Full-page (including 1/8" bleed)	8 1/2	11 1/4
Spread (including 1/8" bleed)	16 3/4	11 1/4
2/3 page, vertical	4 1/2	10
1/2 page, island	4 1/2	7
1/2 page, vertical	3 1/2	10
1/2 page, horizontal	7	4 7/8
1/3 page, vertical	2 1/8	10
1/3 page, square	4 5/8	4 7/8
1/4 page	3 1/2	4 7/8

Trim size:

8 1/4" x 11"

Bleed:

1/8"

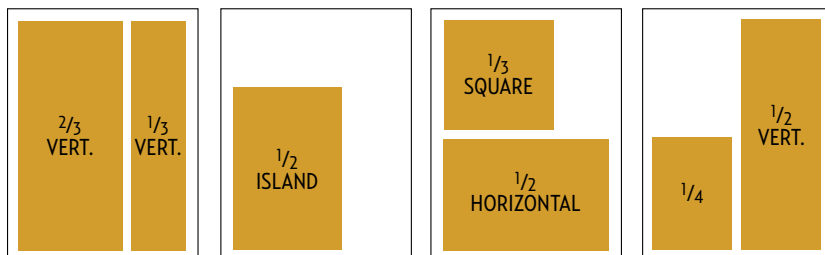
Keep live type at least 3/8" from trim.

Printing method:

Sheet-fed

Binding:

Saddle-stitch



materials

OPASTCO Roundtable magazine is produced direct-to-plate using digital advertising files.

PRESS-OPTIMIZED PDF FILES ARE REQUIRED.

- ▶ **PDF/X-1a:2001 setting using pre-set defaults for compression and transparency flattening**
- ▶ **PDF should be size of ad (don't float a 1/3 square ad in the middle of a larger page)**
- ▶ **No printer's marks**
- ▶ **Compatibility: Acrobat 4 or later**
- ▶ **All color builds and images must be CMYK**
- ▶ **Fonts and images must be embedded**
- ▶ **Full-page ads that bleed must include 1/8" bleed on all four sides or ad will be resized to accommodate bleed**

Inaccurate PDFs that require production work will be assessed an additional \$200 fee. For further instructions on proper creation of digital files, please contact the advertising representative.

- ▶ **A color proof generated from the submitted electronic file is requested but not required.** RGB images that must be converted to CMYK for printing will *not* match your proof.

THE PUBLISHER IS NOT RESPONSIBLE FOR ANY ADVERTISEMENTS SUBMITTED WITHOUT AN ACCURATE COLOR PROOF.

Composition costs for typesetting, corrections, and alterations (including coupon code changes) will be charged to the advertiser or agency at cost plus 35 percent. Requests to alter existing advertisements must be submitted in writing no later than the space reservation closing date.

inserts

Consult with the advertising representative for mechanical specifications for supplied inserts.

shipping instructions

Advertising materials should be sent to:

advertise@opastco.org

PARTYKE COMMUNICATIONS
145 Harrell Road, Suite 119
Fredericksburg, VA 22405
540/374-9100

NOTE: New address as of June 2010. Please update your files.