



Media Kit 2012

Authority

We've gone digital. Join us.

Authority Media Kit 2012

▶ Digital is the way. Authority is the voice.

Authority — the voice of the IT distribution channel — has gone digital. In addition to conventional means, advertisers can now offer their messages via engaging, interactive content. *Authority* provides insight into key technology trends, as well as extensive business-building content geared toward helping our resellers strengthen their operations and profitability. **In fact, more than 90 percent of resellers surveyed look forward to Authority and find its content valuable.**

With our new digital format, our 30,000+ resellers are able to access *Authority* from virtually anywhere and on virtually any device. Your audience is only a click away, and ROI is that much easier to attain.

▶ Digital Features at a Glance

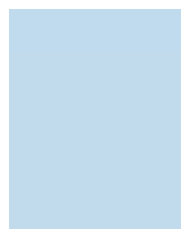
- Special features – video, audio, Flash, widgets, RSS feeds, hyperlinks and viral sharing
- Multi-device reading experience: PC, Mac, iPhone, iPad, Android Sources for Digital Publishing
- ROI features track visits, page hits, new visits, amount of time spent on a page, heat dots
- Archived and searchable back issues
- Superior razor-sharp vector text with Infinite Zoom
- Websites and email links
- Platform and Web browser Independent
- Bookmarks, Notes, Send to a Friend, etc.
- Offline (fully operational) can be saved to PC/Mac and CD/DVD or Memory Stick
- Integrated social bookmarking/posting (FB, Twitter)



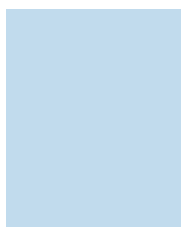
▶ Authority Advertising Pricing for 2012



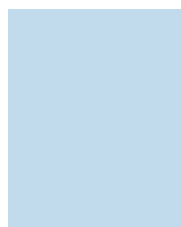
- Ear Pierce Corner Ad**
(1 per issue – placed in the upper-right-hand side of the cover page)
- Size: 1.875"W x 2"H
 - Vendor-provided ad – \$3,500
 - TDAgency-created ad – \$3,500 + \$1,000 creative cost



- Inside Front Cover**
- Size: 7.5"W x 10"H
 - Vendor-provided ad – \$7,000
 - TDAgency-created ad – \$7,000 + \$1,000 creative cost

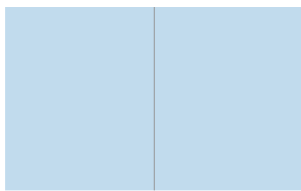


- Inside Back Cover Ad**
- Size: 7.5"W x 10"H
 - Vendor-provided ad – \$6,500
 - TDAgency-created ad – \$6,500 + \$1,000 creative cost



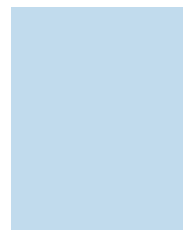
- Outside Back Cover Ad**
- Size: 7.5"W x 10"H
 - Vendor-provided ad – \$7,500
 - TDAgency-created ad – \$7,500 + \$1,000 creative cost

Authority Advertising Pricing for 2012 (Cont'd)



Double Spread Ad

- Size: 15"W x 10"H
- Vendor-provided ad – \$8,500
- TDAgency-created ad – \$8,500 + \$1,000 creative cost



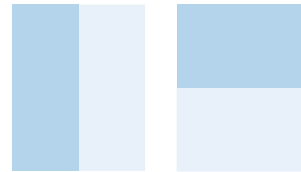
Full-Page Ad

- Size: 7.5"W x 10"H
- Vendor-provided ad – \$5,500
- TDAgency-created ad – \$5,500 + \$1,000 creative cost



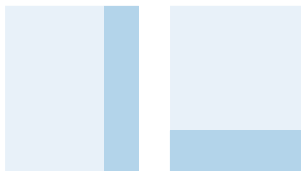
3/4-Page Ad

- Vertical Size: 5.625"W x 10"H
- Horizontal Size: 7.5"W x 7.5"H
- Vendor-provided ad – \$4,500
- TDAgency-created ad – \$4,500 + \$1,000 creative cost



1/2-Page Ad

- Vertical Size: 3.652"W x 10"H
- Horizontal Size: 7.5"W x 4.902"H
- Vendor-provided ad – \$3,500
- TDAgency-created ad – \$3,500 + \$1,000 creative cost



1/4-Page Ad

- Vertical Size: 1.826"W x 10"H
- Horizontal Size: 7.5"W x 2.451"H
- Vendor-provided ad – \$2,500
- TDAgency-created ad – \$2,500 + \$1,000 creative cost



Custom Video Ads –

- Singular or Campaign (four video ads per issue)
- Custom quote needed

Pickup ads will receive a 20-percent discount.
Purchase two ads and receive a 5-percent discount.
Purchase three ads and receive a 10-percent discount.

Ads do not need to be purchased in the same issue to receive the discount. Placement available on a first-come, first-served basis.



Get started today.

Call your Tech Data Marketing Account Executive to reserve your place in *Authority* today at **800-237-8931**.

Next Page: Editorial Calendar, Mechanical Specifications and Deadlines

Authority Media Kit 2012

2012 Editorial Calendar

Each issue will feature a variety of technology and industry trends, plus business-feature articles. Editorial content is subject to change without notice.

Winter 2012	Spring 2012	Summer 2012	Fall 2012
<ul style="list-style-type: none"> • Client Computing – VARs and vendors discuss the latest technologies and market trends, and share sales tips and advice. • Digital Signage – The key vertical markets and how resellers can tailor solutions to fit them. • Cloud – Vendors and resellers get an education in the cloud and redefine their place in the channel. 	<ul style="list-style-type: none"> • Security in the Cloud – A not-so-up-in-the-air approach to securing the cloud. • Mobility – The latest devices and how TDMobility makes it easy to stay connected anywhere. • SLED Season – Technologies for the state, local and education buying season. 	<ul style="list-style-type: none"> • Apple in the Enterprise Market – Not just for consumers anymore, Apple takes a bite out of the business market. • Digital Signage – See what's new and how to make the most of this plentiful opportunity. • FED Market – Technologies for the federal buying season. 	<ul style="list-style-type: none"> • Unified Communications – Have you heard about the latest in real-time communication systems? • Healthcare – In-demand technologies for the healthcare industry. • Data Center – Servers, storage, virtualization, power, energy management and other solutions that cut costs and add efficiencies.

Material Specs

Font Size for All Ad Formats

- Minimum 13 points for optimum legibility

Static Ads (PDF Files) – RGB Color Space

- Maximum Size: 500 MB
- Minimum PDF Version: Acrobat 7 (PDF 1.6)
- So that it can be searchable, text should not be outlined
- No passwords on PDF documents/protection colors
- Embedded links in PDFs will not be found if crop marks/bleeds/slug are present.
- Resize sample images to 200 pixels/dots per inch
- Disable spreads (for double spread ads)
- Enable color conversion to destination with sRGB and an included destination profile
- Subset fonts when percent of characters used is less than 100%

Video Ads

- Maximum Size: 25 MB
- Recommended video file format is FLV. Other supported video files are AVI, MPG, WMV and MOV but quality may degrade.

Flash Ads

- Maximum Size: 700kb
- All programming must be Actionscript 3 (AS3). Simple animations may use AS2, but it is not supported.
- All files must target Flash Player 10, and use 30 fps.
- Animations should be kept in individual movie clips and placed on the root timeline.
- Consider having only one frame on the root timeline, as this makes controlling the movie clips a lot easier.

Send your materials to authority@techdata.com.

Ad Submission Deadlines

Winter 2012	Spring 2012	Summer 2012	Fall 2012
Dec. 3, 2011	Mar. 5, 2012	Jun. 9, 2012	Aug. 27, 2012