



The Perfect Solution

2009 T+D Media Kit

Audience Profile

T+D

EXPO

Sponsorships

Online

Direct Mail

Corporate Learning Solutions



Td

***T+D* magazine**

T+D (Training + Development) magazine, with a primary readership of more than 44,000, is the industry authority offering relevant content and supplier solutions. Readers consult *T+D* every month for career tips, networking opportunities, benchmarking information, trends, product reviews, and supplier solutions.

Whether you are a first-time, single-insertion client or a frequent advertiser, our solution experts are committed to helping you create the right advertising mix for your goals.

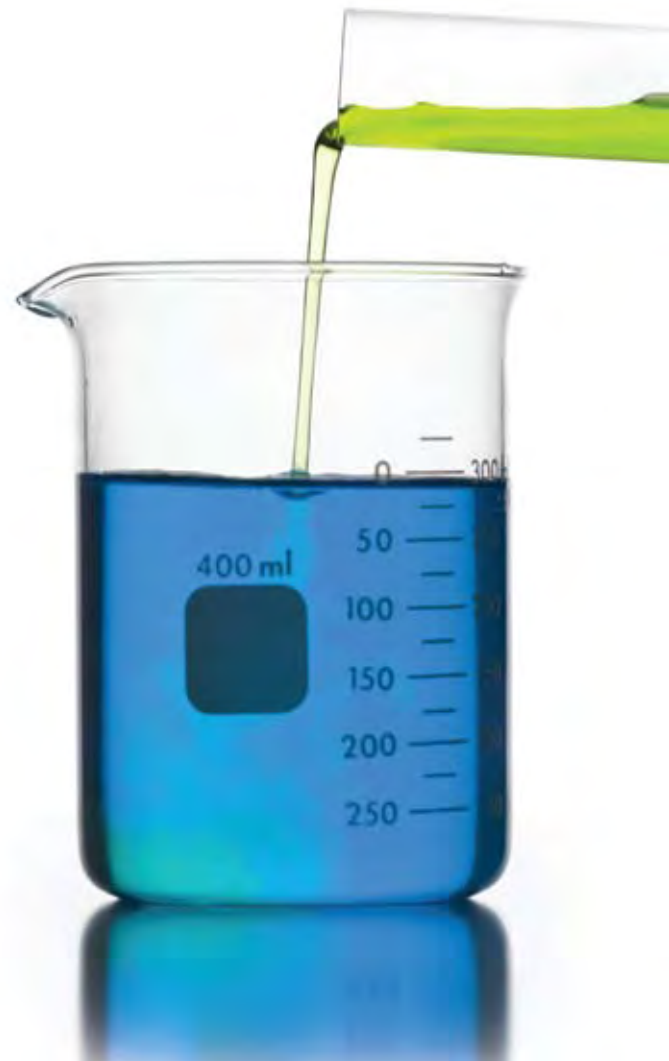
Td

Advertising in *T+D* magazine is the best way to reach a 100% qualified audience. *T+D* readers look for timely content, products, and services that allow them to improve their programs. Use *T+D* to reach thousands of buyers who are continually seeking new suppliers.



“Unlike the hit or miss results we get from other magazine advertising, the advertising we run in *T+D* magazine consistently drives qualified prospects to our websites and has played a key role in increasing our product recognition and sales. The ASTD Account Executives are helpful, thoughtful professionals who always make me feel like I’m their most important customer. *T+D* magazine is the one thing I can count on to produce great results year after year!”

NANCY A. MICHAELS
EXECUTIVE VICE PRESIDENT
GREAT CIRCLE LEARNING
ADVERTISER SINCE 1996



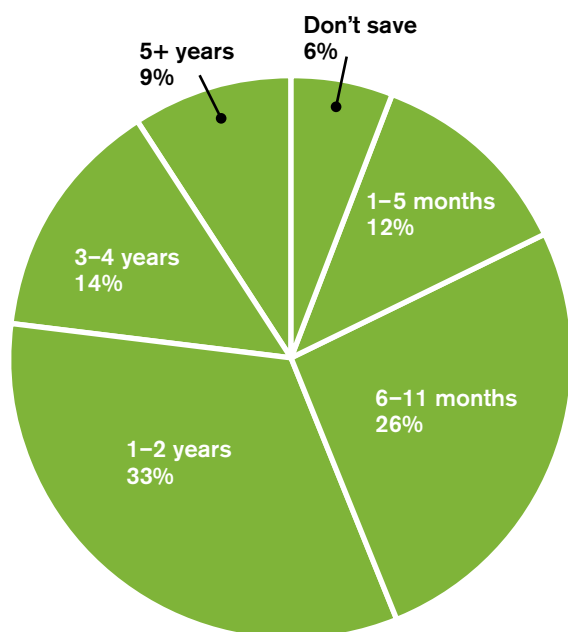
Readership

Primary Circulation: 44,000

READER HIGHLIGHTS

- 94% save issues for future reference, 56% retain issues for at least one year
- On average, each reader spends 62 minutes reading a single issue
- On average, each issue is read by 4.5 people
- 58% of readers are at the manager, director, or executive level
- 51% of readers work for companies with 1,000+ employees
- 54% of readers manage training budgets of \$100,000+
- 21% manage budgets of \$1 million+
- 72% of readers have been in the field for five+ years
- 42% contacted an advertiser or visited an advertiser's website

SHELF LIFE



READER AREAS OF INTEREST

Trends	77%
Best Practices	68%
E-learning	65%
Training Basics	59%
Leadership Development	57%
Human Performance	55%
Learning as a Business Strategy	51%
Career Development	46%
Generational Issues	46%
Organization Development	46%
Evaluation/Measurement/ROI	44%
Skills Gap	44%
Knowledge Management	43%
Talent Management	42%
Consulting	39%
Succession Planning	32%
Instructional Systems Design	30%

Figures represent individuals with multiple interests.

READER EXPECTATIONS

Keep up-to-date with industry trends and developments	87%
Obtain practical how-to information	69%
Understand learning's link to business strategies	52%
Explore workplace dynamics and how they relate to learning	50%
Get career information and advice	37%

Figures represent individuals with multiple expectations.

READER RESPONSES

Shared information with another person	69%
Downloaded a <i>T+D</i> article or podcast	55%
Participated in a <i>T+D</i> webcast	18%
Contacted an advertiser or visited an advertiser's website	42%
Bought something from an advertiser	12%

Figures represent individuals with multiple responses.

Editorial

2009 T+D EDITORIAL CALENDAR

T+D 2009	Editorial Focus	Bonus/Special Ad. Sections
JANUARY	Games and Simulations	ASTD Techknowledge 2009: Bonus circulation of 1,200
FEBRUARY	Sustainability and Corporate Social Responsibility	ASTD 2009 EXPO Preview
MARCH	Leadership	
APRIL	Globalization—Learning Around the Globe	ASTD 2009 EXPO Preview
MAY	Informal Learning	ASTD 2009 EXPO (bonus circulation 9000)
JUNE	HR/Training—Talent Management	ASTD 2009 EXPO (bonus circulation 9000)
JULY	Innovation—The Processes that Breed Success	Training Spaces
AUGUST	The Value of Learning	Post ASTD 2009 Wrap-up
SEPTEMBER	Mentoring	Online Universities
OCTOBER	BEST Awards—Best Practices	BEST Awards (bonus circulation of 250)
NOVEMBER	State of Industry Report	International Business
DECEMBER	Learning/Training 2020	Sales Training

2009 ADVERTISING CALENDAR

Issue	Ad Space Deadline	Artwork Due Date	Mail Date
January	17-Nov-08	24-Nov-08	29-Dec-08
February	16-Dec-08	23-Dec-08	23-Jan-09
March	16-Jan-09	26-Jan-09	26-Feb-09
April	17-Feb-09	24-Feb-09	26-Mar-09
May	17-Mar-09	27-Mar-09	27-Apr-09
June	17-Apr-09	27-Apr-09	26-May-09
July	18-May-09	26-May-09	26-Jun-09
August	17-Jun-09	24-Jun-09	27-Jul-09
September	17-Jul-09	27-Jul-09	26-Aug-09
October	18-Aug-09	27-Aug-09	25-Sep-09
November	17-Sep-09	25-Sep-09	26-Oct-09
December	16-Oct-09	27-Oct-09	25-Nov-09

EVERY ISSUE

BOOKS: reviews of the latest human resource development, business, and workplace learning and performance books.

DEVELOPMENT: information and tools to enhance professional development.

FUNDAMENTALS: how-to articles focused on the training and development basics including presentation skills development, meeting management, creativity training, group-process techniques, training delivery methods, performance appraisals, and more.

BUSINESS ACUMEN: features on linking learning to business strategy and becoming a business partner.

THE LONG VIEW: Q&A with leading industry movers and shakers.

INTELLIGENCE: timely, relevant, business-oriented trends and best practices news.

CAREER PATH: current, applicable information on career development topics including how to make a career change, plan career progression, retire, network, write a resume, and more.

SUPPLIER SOLUTIONS: supplier-based case studies. Submit your case-study via email to advertising@astd.org.

Contacts

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US: South, West

Int'l: Canada, Australia, and Asia

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Mark Stout

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US: Northeast, Midwest

Int'l: Europe, Caribbean, Middle East, South America, Central America, Africa

Match Your Areas of Expertise to *T+D* Content

January: Games & Simulations

Companies that provide e-learning products and services are a great fit to advertise in this issue.

Relevant Areas of Expertise

- Applied technology solutions
- Authoring systems
- Courseware design
- Distance learning
- Simulations
- Instructional design
- IT training
- Web conferencing
- LMS and LCMS applications
- Mobile learning
- Assessment tools
- Content development
- E-learning

February: Sustainability & Corporate Social Responsibility

Companies that provide employee engagement products and services are a great fit to advertise in this issue.

Relevant Areas of Expertise

- Leadership development
- Change management
- Employee engagement
- HR
- Team building
- Experiential learning

March: Leadership

Companies that provide leadership development products and services are a great fit to advertise in this issue.

Relevant Areas of Expertise

- Leadership development
- Change management
- Organizational development
- Coaching
- Talent management
- Diversity
- Ethics
- Strategic planning

April: Globalization—Learning Around the Globe

Companies that provide talent management solutions and products and services that help bridge the skills gap are a great fit to advertise in this issue.

Relevant Areas of Expertise

- Localization/globalization
- Leadership development
- Assessment tools
- Communication
- Diversity
- Talent management
- International and multinational business
- Language skills
- Organizational development
- Outsourcing
- Web conferencing

May: Informal Learning

Companies that provide professional development solutions and products and services that help bridge the skills gap are a great fit to advertise in this issue.

Relevant Areas of Expertise

- Leadership development
- Assessment tools
- Communication
- Talent management
- Coaching
- Mentoring

June: HR/Training—Talent Management

Companies that provide talent management solutions and products and services that help bridge the skills gap are a great fit to advertise in this issue.

Relevant Areas of Expertise

- Leadership development
- Assessment tools
- Communication
- Talent management
- Organizational development
- Outsourcing
- HR
- Career development
- Retirement planning
- Harassment
- Diversity

July: Innovation—The Processes That Breed Success

Companies that provide innovation and benchmarking tools and services are a great fit to advertise in this issue.

Relevant Areas of Expertise

- HR
- Career development
- Leadership development
- Benchmarking
- Change management
- Coaching
- Collaboration
- Team building
- Experiential learning
- Hotel and training facilities (Special advertising section)

August: The Value of Learning

Companies that provide products and services that help WLP professionals justify the value of learning and liaise with company executives are a great fit to advertise in this issue.

Relevant Areas of Expertise

- Measurement and evaluation
- LMS and LCMS applications
- ROI
- Assessment tools
- Communication
- Presentation
- Strategic planning
- Writing skills
- Marketing
- ASTD 2009 exhibitors (Special advertising sections)

September: Mentoring

Companies that provide products and services that assist with the implementation of change management within organizations are a great fit to advertise in this issue.

Relevant Areas of Expertise

- Leadership development
- Assessment tools
- Communication
- Talent management
- Coaching
- Mentoring
- Online universities (Special advertising section)

October: BEST Awards—Best Practices

ASTD announces the BEST Award winners and showcases their case studies and best practices.

Relevant Areas of Expertise

- Leadership development
- Organizational development
- Change management
- Strategic planning
- Sales training
- Benchmarking
- Professional development
- Talent management
- Suppliers to the BEST Awards

November: State of the Industry Report

ASTD will publish data from our annual *State of the Industry Report*.

Relevant Areas of Expertise

- Measurement and evaluation
- ROI
- Outsourcing
- Benchmarking
- E-learning
- Strategic planning
- Sales training
- International business (Special advertising section)

December: Learning/Training 2020

T+D will focus on the future of WLP. Companies with products and services focused on innovation and technology are well-suited to advertise in this issue.

Relevant Areas of Expertise

- Measurement and evaluation
- ROI
- Outsourcing
- Benchmarking
- E-learning
- Strategic planning
- Change management
- Coaching
- Global sourcing and talent management
- Assessment tools
- Experiential learning
- Diversity
- Performance improvement simulations
- Sales training (Special advertising section)

Rates

4-COLOR

Space	1X	3X	6X	9X	12X
Full-page	\$8,500	\$7,150	\$6,350	\$6,100	\$5,850
2/3-page	\$6,800	\$5,800	\$5,150	\$5,000	\$4,750
1/2-page horizontal	\$5,950	\$5,000	\$4,500	\$4,300	\$4,150
1/2-page horizontal spread	\$11,300	\$9,400	\$8,500	\$8,150	\$7,850
1/3-page vertical	\$4,700	\$4,250	\$3,800	\$3,650	\$3,500
1/3-page square	\$3,036	\$2,473	\$2,115	\$1,978	\$1,841
1/6-page vertical or horizontal	\$2,031	\$1,652	\$1,405	\$1,316	\$1,227
Cover II	\$10,100	\$8,550	\$7,450	\$7,150	\$6,800
Cover III	\$9,450	\$8,000	\$7,000	\$6,700	\$6,400
Cover IV	\$10,800	\$9,100	\$7,950	\$7,550	\$7,150
2-page spread	\$16,100	\$13,600	\$12,050	\$11,550	\$11,100
Gatefold	\$22,900	\$19,300	\$17,100	\$16,450	\$15,750

4-Color Insert	Price/1,000 pieces
Double-sided	\$350
Four-sided	\$400

Special Positions

See rates for covers. There is a 15% surcharge for all other special positions.

Contacts

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BENEFITS

2009 *T+D* Advertiser Benefits Package

- One-year ASTD membership with one-year subscription to *T+D* magazine
- Post your white paper on the ASTD website
- Entry in the *T+D* magazine advertising contest
- Advertisement in e-dition of *T+D*
- Direct mail test list (one-time use of 1,000 names)
- Six free *State of the Industry Reports*
- Letter from *T+D*'s editor to your top five prospects branding your company as an industry leader
- Logo in *T+D*'s advertisers' index
- Logo on the advertisers' webpage
- Basic EXPO 365 (buyer's guide) listing
- ASTD press release template to promote your advertisement
- "As seen in *T+D*" logo for your website.

Total Value: \$1,735

New in 2009! Additional Frequency Advertiser Benefits (three times or more)

- Link from your logo in your advertisement to your website
- Advertiser PDF on every page of the *T+D* website linking to your homepage
- One month banner ad on the *T+D* website (space is limited: first come, first serve)
- Flash capability in your *T+D* e-dition advertisement
- Sponsor one ASTD podcast (space is limited: first come, first serve)
- Sponsor one ASTD webcast (space is limited: first come, first serve)
- One case study featuring your solution in *T+D* magazine (space is limited: first come, first serve)

Total Value: \$11,000

Specifications

SPECS

AD SIZE	TRIM		BLEED	
	Width	Depth	Width	Depth
Space Unit				
Full-page	8-1/4"	10-7/8"	8-1/2"	11-1/8"
Two-page spread	16-1/2"	10-7/8"	16-3/4"	11-1/8"
2/3-page	4-5/8"	9-5/8"		
1/2-page horizontal	7-1/8"	5"		
1/2-page horizontal spread	15-1/2"	5"		
1/3-page square	4-5/8"	4-5/8"		
1/3-page vertical	2-1/4"	9-5/8"		
1/6-page horizontal	4-5/8"	2-1/8"		
1/6-page vertical	2-1/4"	4-5/8"		

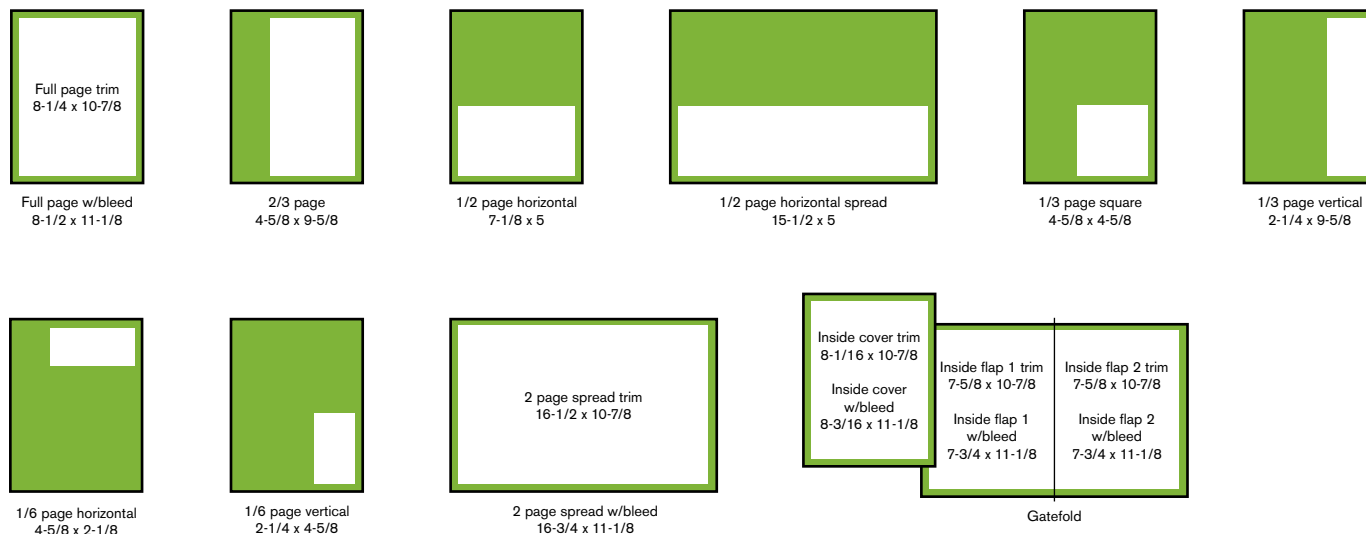
GATEFOLD		
Inside cover	trim: 8-1/16" x 10-7/8"	bleed: 8-3/16" x 11-1/8"
Inside flap 1	trim: 7-5/8" x 10-7/8"	bleed: 7-3/4" x 11-1/8"
Inside flap 2	trim: 7-5/8" x 10-7/8"	bleed: 7-3/4" x 11-1/8"

FURNISHED INSERTS
Size must not exceed 8-1/2" x 11-1/8", including 1/8" for bleeds
Live matter: 8" x 10-5/8" / Trim: 8-1/4" x 10-7/8"
Paper: 80# text
If perforation is required it should have a 3/8" stub
Samples should be submitted for approval prior to printing

ADVERTISING CONTEST

T+D magazine conducts an annual advertising contest and all 2009 advertisers will be automatically entered. Readers will vote on their favorite *T+D* ad, and the winner will be recognized with a full-page congratulatory advertisement in the December 2009 issue. They will also be featured on the news sections of the ASTD website and *T+D* online.

All sizes in inches



Specifications

Printing

4-color process, web-offset. Ink rotation is black, cyan, magenta, and yellow. PDF files are considered final and will be printed as submitted. For additional questions, email advertising@astd.org.

Resolution

All continuous tone images (grayscale and color) should have a minimum resolution of 266 dpi (133 line screen printing) at 100%. Scanned black and white line art should have a minimum resolution of 1200 dpi at 100%.

Artwork

We accept digital artwork files in PDF format only. PDF must be 300 dpi, press resolution. All files should be CMYK with no spot colors. Please include 1/8" bleed on all sides when creating a PDF for all full-page, spread, and gatefold ads. *T+D* magazine and ASTD are not responsible for printing errors due to incorrect file preparation.

Deadlines

Check online media kit for updated deadlines or contact your account representative. All files must adhere to rate card specifications (bleeds for full-page, spread, and gatefold ads only). Advertiser is responsible for submitting any new artwork, and ads will be repeated or replaced if new artwork is not received by the artwork deadline.

Ad Portal Submission

Ads are submitted via the Ad Portal website. Visit the advertiser login page to create an account and upload your file at: <http://www.astdAdvertising.astd.org>.

A separate email will alert you to any problems with the ad artwork. If the ad is acceptable, you will receive a low-res PDF proof and confirmation that it is in its proper form.

SUBMISSION CHECKLIST

- Is the document the correct size? Specs (pg. 15). (Ad Portal software cannot check size and bleed)
- Does your ad have the proper bleed? Specs (pg. 15).
- Is the file a high resolution PDF?
- Is the file color mode CMYK?
- Make sure there are no spot colors present in the file.
- Is the file properly labeled?
- Have you included the file extension (.PDF)?
- Make sure the correct publication is selected in Ad Portal, *T+D (Training + Development)*.
- Submit your ad.
- Please check your email for confirmation and ad acceptance status

If you have any questions please contact Meredith Libercci at 410-584-9185 or mlibercci@networkmediapartners.com.

