

Reach Over 60,000 Xcell Journal Subscribers Worldwide.



Advertise your products or services in our award winning Xilinx *Xcell Journal* and get your advertising message out directly to key buyers, engineers, designers, and FPGA managers worldwide!

Our 25 year old Xilinx *Xcell Journal* is dedicated specifically to programmable logic users and our editorial content is focused directly on our FPGA industry and technology.

We offer affordable advertising rates to fit any budget as well as a variety of advertising sizes. Our quarterly Xilinx *Xcell Journal* is published exclusively in digital media.

Call to today and get your advertising message out to new customers worldwide in our next issue!



# Xcell Publications Advertising Rates

2015-16 Xilinx Partner Rates



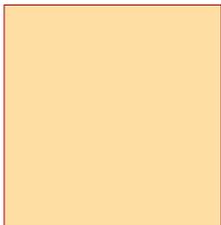
## Full Page – 8.5" x 11"

- 1X – \$2800
- 2X – \$2600
- 3X – \$2400
- 4X – \$2200**



## 1/2 Page Ad – 7.5" x 5.5"

- 1X – \$1650
- 2X – \$1500
- 3X – \$1350
- 4X – \$1200**



## 1/3 Page Ad – 4.875" x 5" or 2.375" x 9.5"

- 1X – \$1100
- 2X – \$1000
- 3X – \$900
- 4X – \$800**

### Digital Media Ads

All files should be Mac formatted. Please include all files, including fonts used in EPS embedded images (no TrueType fonts please). Color is to be CMYK. All images are to be in CMYK mode, saved as EPS or TIFF format. Convert all Pantone colors and RGB images to CMYK.

Preferred software programs are Quark Xpress, Adobe Photoshop, and Adobe Illustrator. Ads created in anything other than Quark Xpress must be saved to allow the ad to be imported into Quark Xpress.

Full Page Ads – Document size should be set to a trim size of 8.5" x 11"; extend the bleed to 1/8" past trim on all sides. All spread ads are to be set up as two separate pages side by side 8.5" x 11"; extend the bleed 1/8". Allow 1/4" safety on both sides of gutter for any copy that may flow across gutter.

For more information, please contact:

#### **Xcell Publications**

attn: Xcell Ad Sales/Judy Gelwicks  
7860 Hanna Street, Gilroy, CA 95020  
(800) 493-5551 • Fax: (408) 337-5040  
xcelladsales@aol.com

# 2015-16 Publishing Schedule

Issue	Reservation Deadline	Materials Deadline	Distribution Date
Issue 91	March 15, 2015	April 1, 2015	April 15, 2015
Issue 92	June 15, 2015	July 1, 2015	July 15, 2015
Issue 93	September 15, 2015	October 1, 2015	October 15, 2015
Issue 94	December 15, 2015	January 1, 2016	January 15, 2016

Advertising reservation insertion order forms will be sent to participating partners (2) months in advance from each publishing date listed.

**Sales Contact: Judy Gelwicks**

**Xcell Publications**

7860 Hanna Street  
 Gilroy, CA 95020  
 Phone: 408-842-2627  
 Fax: (408) 337-5040  
 xcelladsales@aol.com

# Reservation Form/Insertion Order

PN# \_\_\_\_\_

Issue No. \_\_\_\_\_

Company Name \_\_\_\_\_

Representative \_\_\_\_\_ Title \_\_\_\_\_ Department \_\_\_\_\_

Address \_\_\_\_\_ City \_\_\_\_\_

State/Province \_\_\_\_\_ ZIP Code/Country Code \_\_\_\_\_

PO# \_\_\_\_\_ Date Issued \_\_\_\_\_

Tax ID# \_\_\_\_\_

Phone \_\_\_\_\_ Ext. \_\_\_\_\_ Fax# \_\_\_\_\_ E-mail \_\_\_\_\_

Billing Address \_\_\_\_\_ City \_\_\_\_\_

State/Province \_\_\_\_\_ ZIP Code/Country Code \_\_\_\_\_

Phone \_\_\_\_\_ Ext. \_\_\_\_\_ Fax# \_\_\_\_\_ E-mail \_\_\_\_\_

Accounts Payable Representative \_\_\_\_\_

Authorized Signature \_\_\_\_\_ Date \_\_\_\_\_

**Insertion Order Deadline:** \_\_\_\_\_ **Material Submission Date:** \_\_\_\_\_

**Ad Space:**  Full Page  1/2 Page  1/3 Page  Special Insert

Total: \$ \_\_\_\_\_ Rate \_\_\_\_\_ Part# \_\_\_\_\_ (see rate card to calculate pricing)

**Purchase orders must be made payable to Xcell Publications. Please mail or fax a hardcopy purchase order with this form to:**

**Xcell Publications**  
 attn: Xcell Ad Sales/Judy Gelwicks  
 7860 Hanna Street, Gilroy, CA 95020  
 (800) 493-5551 • Fax: (408) 337-5040

To confirm ad reservations, please fill out this *Xcell Journal* Insertion Order and fax form to **(408) 337-5040** or call toll free **(800) 493-5551** for additional information.

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Submit all ads on digital media, preferably Mac formatted, CD ROM or DVD,

**Ship art to:**

**Judy Gelwicks**  
 Xcell Journal Advertising  
 7860 Hanna Street, Gilroy, CA 95020  
 (800) 493-5551

or upload files to: [www.blair-media.com/xilinx/upload](http://www.blair-media.com/xilinx/upload)  
 User Name: xilinx Password: user1