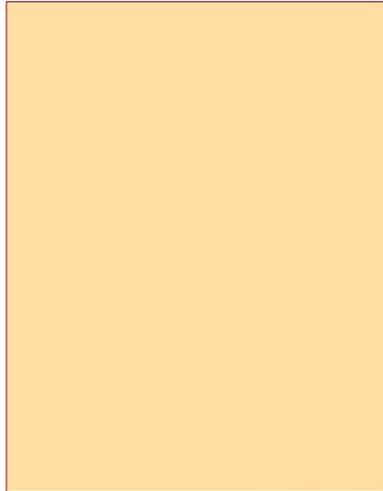


Xcell Publications Advertising Rates

2015-16 Xilinx Partner Rates



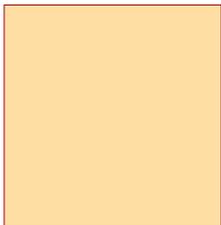
Full Page – 8.5" x 11"

- 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