TEST
Engineering & Management

Published since 1959 — TEST Bridges the test information gap! — *2008*

TAKE ADVANTAGE of this once-a-year marketing opportunity to combine:

- **LIVE LINKS in our ONLINE Buyers' Guide (including FREE Live-Link Logo with each!) and/or**
- **PRINT Buyers' Guide FOCAL BOX ADs and/or**
- **PRINT Buyers' Guide DISPLAY ADs...**

...and we'll talk GREAT AD DEALS:

1. **Your Guide listings in BOLD FACE CAPS**
2. **A great COMBINED-AD PRICE!**

LIVE LINK (+FREE Live-Link Logo) Ad Rates:

Convert *any* of your listings in TEST's Online Buyers' Guide to a **LIVE LINK direct TO YOUR WEBSITE** (and get a **FREE Live-Link Logo** in each place, too)! That includes turning your company name into a link to your website under *any* Test Equipment or Test Services category, as well as in the Company Contact section. ***Remember—the more links you buy, the less each one costs! RATES ARE:***

1 Live Link.............$350.00 per year	11–25 Live Links............$275.00 each per year
2–10 Live Links......$300.00 each per year	26 or more Live Links......$250.00 each per year

LOGOS**:** FREE Live-Link Logos must be provided as digital files (GIF or JPEG), maximum 500 pixels height plus width. (Does this confuse you? Worry not! —just call or e-mail; *we* know how to make it happen!)

NOTE**:** Livened Links+FREE Live-Link Logos in TEST's Online Buyers' Guide are available (1) only to companies listed in the Buyers' Guide; and (2) for all or any part of one year (roughly 3-1-2008 thru 3-1-2009).

***E-MAIL:* livelinks.testmagazine.biz *...OR CALL US:* (510) 839-0909**

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AUTHORIZATION to INSERT FOCAL BOX ADS:

I authorize insertion of ______ Focal Box In-Listing Ad(s) to print in TEST's February/March 2008 Buyers' Guide issue:

I understand: *...that 1 Focal Box Ad will cost $300; 2-5 ads will cost $250 each; and 6 ads will cost $225 each; ...that 6 Focal Box Ads are the minimum number commissionable to ad agency; ...that ordering a full 6 Focal Box Ads will entitle my company's 2008 Buyers' Guide listings in* **TEST***'s February/March 2008 issue* *and* *in* **TEST***'s Online Guide to be set in* ***BOLD FACE CAPS****—provided my ad copy, e-mailed high-resolution digital company logo file, and this* ***signed Order Form/Authorization*** *are in* **TEST***'s hands by January* ~~18.~~ 24

FINAL DEADLINE for RECEIPT of ALL COPY and LOGOs: JANUARY ~~18~~ 24, 2008!

______________________ *(PRINTED NAME of authorizing person)*

______________________ *(TITLE of authorizing person)*

______________________ *(SIGNATURE of authorizing person)*

______________________ *(CONTACT PERSON if different from authorizing person)*

______________________ *(PHONE NUMBER)*

______________________ *(COMPANY NAME)*

______________________ *(COMPANY MAILING/INVOICING ADDRESS: street address, city, state, zip+4)*

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ORDER FORM for FOCAL BOX ADS

Type or print your ad copy below, putting one letter or space in each blank (l i k e _ T H I S):

Ad #1: ______________________
(2008 Buyers' Guide category you'd like Ad #1 to be near)

_ 22 _ _ _ _ _ _ 28
_ _
_ _

Ad #2: ______________________
(2008 Buyers' Guide category you'd like Ad #2 to be near)

_ 22 _ _ _ _ _ _ 28
_ _
_ _

Ad #3: ______________________
(2008 Buyers' Guide category you'd like Ad #3 to be near)

_ 22 _ _ _ _ _ _ 28
_ _
_ _

[FOR AD #4 THROUGH AD #6, COPY THIS ORDER FORM AND ATTACH.]

- ➤ ***Each Focal Box Ad*** may have 3 lines of copy ***MAX***. ***BE PRECISE:*** We'll set the type in your ad ***JUST*** as you type or print it (CAPS as CAPS, lower case as lower case). In ***Upper-and-Lower-Case*** type, you have ***28*** letters and spaces per line. In ***ALL CAPS***, you have ***22*** letters and spaces per line.
- ➤ To refer readers to the page number of your display ad, write "***Page 00***" where it should go in your ad copy—we'll fill it in later, when the magazine is laid out.
- ➤ ***ALL Focal Box Ads*** produced in the same size and style (see a print Buyers' Guide).
- ➤ ***SEND US:*** This form filled out + your e-mailed hi-rez digital logo file. We'll make the logo the right size, and do the ad production. ***Call us if logo has photo or screen!***
- ➤ ***LIMITED*** to companies listed in our Feb./March '08 ***print*** Buyers' Guide. ***MAX. SIX FOCAL BOX ADS PER COMPANY.***

➤ DEADLINE: JANUARY ~~18~~ 24! ➤