



# Embedded Developer LLC

**Headquarters:**  
Hearst Business Media  
50 Charles Lindbergh Blvd.,  
Uniondale, NY 11553, USA

## Embedded Developer Newsletter Order and Contract

### Partner Information

Company Name: _____
Contact: _____
Address: _____
City: _____ State: _____ Zip: _____
Country: _____
Phone: _____ Fax: _____
Email: _____

### Accounting Information (if different)

Company Name: _____
Contact: _____
Address: _____
City: _____ State: _____ Zip: _____
Country: _____
Phone: _____ Fax: _____
Email: _____

### Ad/Banner size

#### Copy Boxes

- Single Copy Box: \$1,500
- 2 Copy Boxes: \$2,500
- 4 Copy Boxes: \$4,000
- 8 Copy Boxes: \$7,000

#### Banners:

- Small (125 x125): \$500
- Horizontal (320 x 130): \$650
- Small Skyscraper (125 x 250): \$750
- Large Skyscraper (125 x 475): 1,200

#### Premium Positions

- Top of either column \$500 additional

Frequency: \_\_\_\_\_ at \$ \_\_\_\_\_ per issue starting with Month: \_\_\_\_\_

**Materials:** New: \_\_\_\_\_ or Pick up from previous issue: \_\_\_\_\_

Any Special Instructions: \_\_\_\_\_

Payment is due 30 days from date of invoice.

Make all purchase orders out to:

Embedded Developer LLC, 50 Charles Lindbergh Blvd, Suite 100 Uniondale, NY 11553

Fax a signed copy of this order to Vaughn Orchard at 866 402 0581

**PO Number** (if required): \_\_\_\_\_

**Signed:** \_\_\_\_\_ **Date:** \_\_\_\_\_

### Terms & Conditions:

Partner is contracting with Embedded Developer LLC to place material on [www.EmbeddedDeveloper.com](http://www.EmbeddedDeveloper.com)

It is the Partner's responsibility to provide materials and updates and confirm their receipt or notify Embedded Developer how to receive such material and updates and to review such information prior to release to ensure accuracy. In no event shall Embedded Developer be liable for consequential, incidental special damages, nor shall its liability for any act, error or omission, whether or not due to its negligence, exceed the cost of the service provided. In consideration of Embedded Developer publishing materials on [www.EmbeddedDeveloper.com](http://www.EmbeddedDeveloper.com), the Partner and its agency agree to indemnify Embedded Developer against any loss, liability and damages and expenses arising out of Embedded Developer copying, printing or publishing of such material. If the advertiser cancels this order prior to its specified period the full contract price will be due within 30 days. All payments are due within thirty (30) days of the invoice date.





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### Embedded Developer Newsletter Specifications

Tile Banner (Right Hand Column)

Dimensions: 125 x 125

File Size: 15K or less

Formats: GIF (static only), JPEG

Alt Text: Cannot Exceed 70 characters

Small Skyscraper Banner

Dimensions: 125 x 250

File Size: 20K

Formats: GIF (animated or static), JPEG

Alt Text: Cannot exceed 70 characters

Large Skyscraper Banner

Dimensions: 125 x 475

File Size: 25K or less

Formats: GIF (animated or static), JPEG

Alt Text: Cannot exceed 70 characters

Copy Boxes

1. With Graphic:

Up to 400 characters (with spaces) including Title and Footer

Graphic:

Visible when sized to fit in a bounding box of 150 x 170

File Size: up to 20K

Formats: GIF (static), JPEG

2. No graphic

Up to 500 characters (with spaces) including Title and Footer.