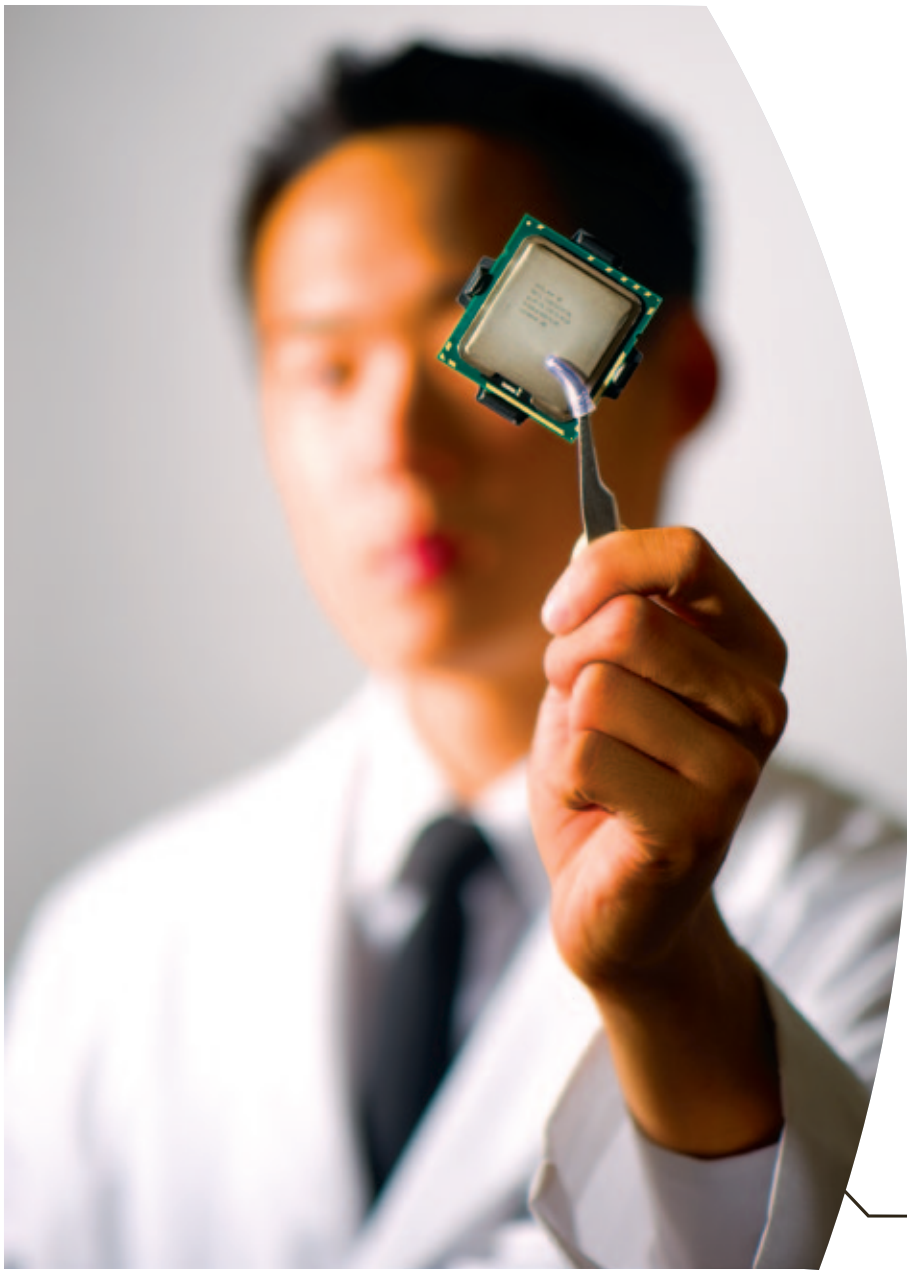


# MAXIMUM PC



## ADVERTISING 2010

Future US  
4000 Shoreline Court  
Suite 400  
South San Francisco, CA 94080  
650-872-1642



# WE MEAN BUSINESS. YOURS.

In 2009, **Maximum PC** charged forward with the largest advertising market share gain of any PC or games magazine in North America. That wasn't by pure chance, either: our readership is active, aware and responsive, and through both our print and online branches, we consistently pair our sterling editorial reputation with relevant, actionable advertising.

We'd like to do the same for you. In the following pages you'll find all of the schedule, ad rates, and close dates information you need to get started in reaching a readership with a 99% action rate toward our content.

The opportunities don't end with what's seen in these pages, either—we're constantly dreaming up new campaign ideas to drive your message home and generate sales. Let us know what you need, and we'll do the rest. ☺



# CLOSING SCHEDULE

2010 Issue	Disc Space Close	Disc Materials Due	Ad Space Close	Ad Materials Close	Ship Date	On Sale
JANUARY	20-October	27-October	27-October	03-November	25-November	15-December
FEBRUARY	17-November	24-November	24-November	01-December	23-December	12-January
FEB SPECIAL (#2)	01-December	08-December	08-December	15-December	06-January	26-January
MARCH	15-December	22-December	22-December	29-December	20-January	09-February
APRIL	12-January	19-January	19-January	26-January	17-February	09-March
APR SPECIAL (#3)	26-January	02-February	02-February	09-February	03-March	23-March
MAY	09-February	16-February	16-February	23-February	17-March	06-April
JUNE	09-March	16-March	16-March	23-March	14-April	04-May
JUNE SPECIAL (#4)	23-March	30-March	30-March	06-April	28-April	18-May
JULY	06-April	13-April	13-April	30-April	12-May	01-June
AUGUST	04-May	11-May	11-May	18-May	09-June	29-June
AUG SPECIAL (#5)	18-May	25-May	25-May	01-Jun	23-June	13-July
SEPTEMBER	01-June	08-June	08-June	15-June	07-July	27-July
OCTOBER	29-June	06-July	06-July	13-July	04-August	24-August
OCT SPECIAL (#1)	13-July	20-July	20-July	27-July	18-August	07-September
NOVEMBER	27-July	03-August	03-August	10-August	01-September	21-September
DECEMBER	24-August	31-August	31-August	07-September	29-September	19-October
HOLIDAY	21-September	28-September	28-September	05-October	27-October	16-November

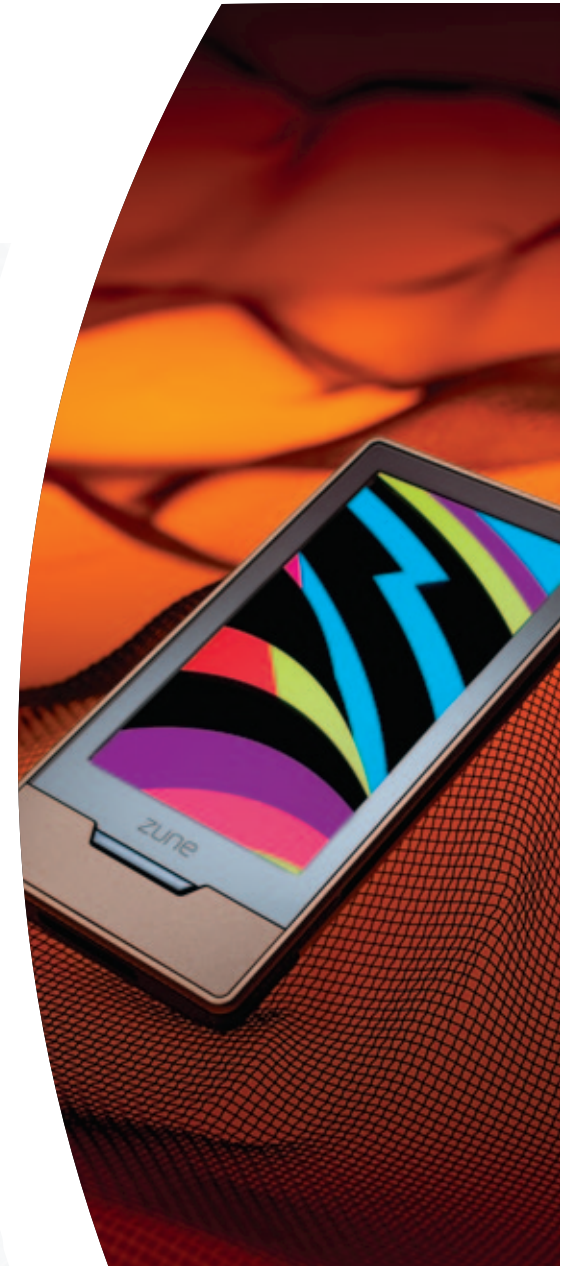
# DISPLAY RATES

Full Page	2/3 Page	1/2 Page	1/3 Page	2 Pg/ Issue	3 Pg/ Issue	4 Pg/ Issue	5 Pg/ Issue	6 Pg/ Issue
\$23,700 1X	\$19,300	\$14,800	\$11,500	\$22,100	\$21,500	\$20,900	\$20,200	\$19,300
\$22,900 3X	\$18,800	\$14,500	\$11,100	\$21,400	\$20,900	\$20,300	\$19,500	\$18,700
\$21,800 6X	\$17,900	\$13,700	\$10,600	\$20,400	\$19,800	\$19,200	\$18,500	\$17,640
\$20,500 9X	\$16,800	\$12,900	\$10,100	\$19,200	\$18,700	\$18,100	\$17,300	\$16,500
\$18,900 12X	\$15,400	\$11,900	\$9,100	\$17,600	\$17,100	\$16,500	\$15,800	\$14,900
\$17,900 13X	\$14,400	\$10,900	\$8,100	\$16,600	\$16,100	\$15,500	\$14,800	\$13,900

SEND PHYSICAL MATERIALS TO:

Maximum PC-Production  
 Future US, Inc.  
 4000 Shoreline Court, Suite 400  
 South San Francisco, CA 94080  
 650-872-1642

Send creative to:  
[jurrutia@futureus.com](mailto:jurrutia@futureus.com)  
 and  
[dmallory@futureus.com](mailto:dmallory@futureus.com)





# DIGITAL ADVERTISING SPECIFICATIONS

All of the following requirements must be met in order to receive digital file services from Future US. Any missing information or deviations from these specs will result in inaccurate reproduction from your digital files. Future US will not

be held responsible for errors if files are sent incorrectly or incompletely.

## SUBMITTING ADS

Future US prints all of its publications using CTP (Computer to Plate) technology and has eliminated analog film.

Please submit all print ads in our preferred file format of PDF-X1A.

## AD SIZES

All files must be created according to the correct size specifications (trim, live area, & bleed dimensions). Call your Future US

Sales Representative for ad sizes. Files will be returned if sized incorrectly.

## PROOFS

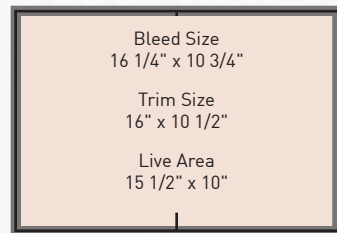
SWOP approved color proofs of your ad must be supplied with your files. Future US cannot and will not guarantee

accurate color if it does not receive SWOP approved color proofs. If an ad is sent electronically, a proof must be mailed. Files may be accepted without a proof but no quality or reproduction liability can be held against Future US in that case.

## ELECTRONIC FILE SUBMISSION

Files can be uploaded to our File Transfer site using the link below, or by linking from Maximum PC's page on our corporate website [www.futureus.com](http://www.futureus.com). Please compress your files (including all

support files noted above) using either Stuffit or Zip file format. Use the following File Transfer information:



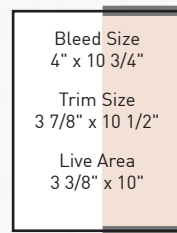
2 Page Spread

SPREAD AD SIZES

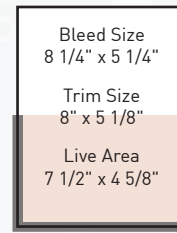


Full Page

SINGLE PAGE AD SIZES

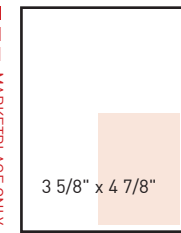


1/2 Page Vertical

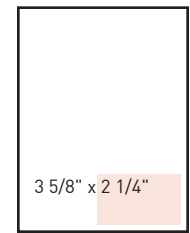


1/2 Page Horizontal

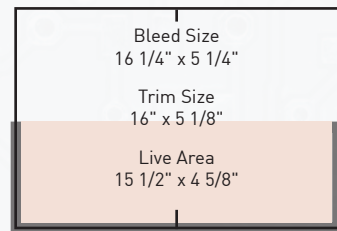
MARKETPLACE ONLY



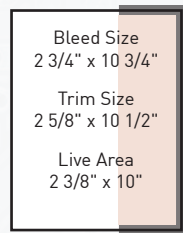
1/4 Page



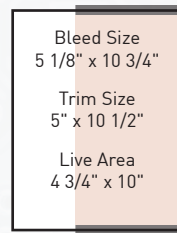
1/8 Page



1/2 Page Spread



1/3 Page Vertical



2/3 Page Vertical

FILE TRANSFER INFORMATION

<http://filetransfer.futureus.com/>

User name: pmxpc  
Password: Adv3rts5

# ONLINE DEADLINES & RATES

## Deadline for creative materials + URL

3 business days prior to start date

### Podcasts

\$10,000 per month for exclusive sponsorship of four audio podcasts.

### Newsletters

\$750 flat fee for one ad unit, \$1,000 flat fee for Newsletter Takeover.

### Sponsored Posts

\$30

### Email Blasts

\$100

### Rates

Size	CPM
600x400	\$45
300x600	\$35
300x250	\$25
728x90	\$20
300x100	\$15

Other units may be available by special arrangement.

AD OPERATIONS CREATIVE CONTACT

[adops@futureus.com](mailto:adops@futureus.com)

Karen Leung	650-238-2335	<a href="mailto:kleung@futureus.com">kleung@futureus.com</a>
Chris Hanen	650-238-2338	<a href="mailto:chanen@futureus.com">chanen@futureus.com</a>
Leilani Karellas	650-238-2594	<a href="mailto:lkarellas@futureus.com">lkarellas@futureus.com</a>



# ONLINE ADVERTISING SPECS

MPU	Leaderboard	Tower	Interstitial	Page Skins	
300x250	728x90	300x600	600x400	1600x1200	Pixel Size (W x H)
275K					Max. K Size
Left / 650x250	Down / 950x300 or 728x270	Left / 600x600	N/A		Expand Direction / Size
User-initiated; close button required			N/A		Expand Reqs
GIF, JPG, Flash, HTML, JavaScript, Third Party Rich Media				Static GIF or JPG	File Formats
Files should use a clickTag instead of hard-coding the URL. Max frame rate is 24 fps. Please include back-up GIF/JPG				Not clickable. Impressions may be tracked by 1x1	Notes For Submitting Flash
No pop-up ads			Interstitial is on screen for 15 sec	Editorial content area is 950px wide. Please design for 948px	Additional Notes
<b>Insider Resources (4 spots)</b>			<b>Maximum IT Sponsored Links</b>		
Text links + logo (JPG/GIF only) next to each link			Text links (no images)		Content Included
Header link: maximum 30 characters (including spaces). Each individual text link: maximum 60 characters (including spaces)					Character Counts

ADVERTISING OPPORTUNITIES

In addition to display ads, we also offer several other engaging advertising opportunities. These include:

**Custom Resource Center**

**MaxIT takeover**

**Sponsored Posts**

\*Roadblocks: A complete roadblock consists of Leaderboard, Tower, MPU and Skin



# MAXIMUM CD MATERIALS SPECS

## Required Materials

### Brief description of each insertion

Maximum 550 characters including spaces (NOTE: hyperlinks are not supported)

### Screen or product shots

Formats: JPG, PSD, PNG, BMP  
Dimensions: 420x262 px min.

Apps/Utilities/ Games	Videos	Banner Ads	Static Display Ads
EXE or self-extracting EXE	MOV or WMV: must meet ESRB requirements	SWF, JPG, or static GIF (animated GIFs not supported); 468x60 px	PDF

Disc Capacity = 650 MB. Provide hyperlink URL text with materials.

## Sponsorships

The following space is available with disc sponsorships:

### Interface Skin

Formats: PNG Required, PSD OK  
Dimensions: 1016x630 px min.

### Intro Video

File Format: FLV, 1024 kbps max.  
Dimensions: 1016x630 px  
Frame Rate: 30fps recommended

### QUESTIONS

For questions related to disc information, contact:

Nathan Edwards  
Assoc. Editor / Disc Producer  
650-238-2543  
[nathan@maximumpc.com](mailto:nathan@maximumpc.com)

### DISC FTP INFORMATION

Upload all materials to the Maximum PC Disc Uploads directory on or before the materials deadline.

[sftp.futureus.com](http://sftp.futureus.com)

User name: emaxpc  
Password: 7ygvbh







### AUDIENCE PROFILE

Average household income

**\$102,417**

Average age

**37**

Percentage of readers who have built a PC from scratch

**94%**



Average annual spend on PC products

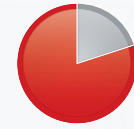
**\$3,294**

Average est. hardware expenditure in 12 months, for work or personal use

**\$39,835**

Readers upgrading their PC in 12 months

**80%**



Friends & colleagues advised on PC and electronics purchases each month

**20**

### A GAMING AUDIENCE

Weekly gaming time, vs. average \*

**190%**



Have upgraded to support a newly released game

**77%**



Games purchased annually, vs. average

**21/10**



\*Source: Maximum PC User Studies, Consumer Electronics Association reports, Nielsen: The Value of a Gamer: Play and Purchase Behavior in a Recession.

\*\*Maximum PC users play PC games 9.5 hours/week. Average gamer plays 5 hours/week gaming.

## SALES CONTACTS

### VP TECH AND LIVING

Kate Byrne  
650-238-2409  
kbyrne@futureus.com

### NATIONAL SALES DIRECTOR

Jane Evans  
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### REGIONAL SALES DIRECTOR

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### SALES MANAGER

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arodriguez@futureus.com

### REGIONAL ACCOUNT MANAGER

Anthony Losanno  
646-723-5493  
alosanno@futureus.com

### ADVERTISING COORDINATOR

Jose Urrutia  
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jurrutia@futureus.com

## PRODUCTION CONTACTS

### PRODUCTION COORDINATOR

Dan Mallory  
650-238-2552  
dmallory@futureus.com

## ONLINE AD OPS CONTACTS

### AD TRAFFIC MANAGER

Karen Leung  
650-238-2335  
kleung@futureus.com

### AD TRAFFIC MANAGER

Chris Hanen  
650-238-2338  
chanen@futureus.com