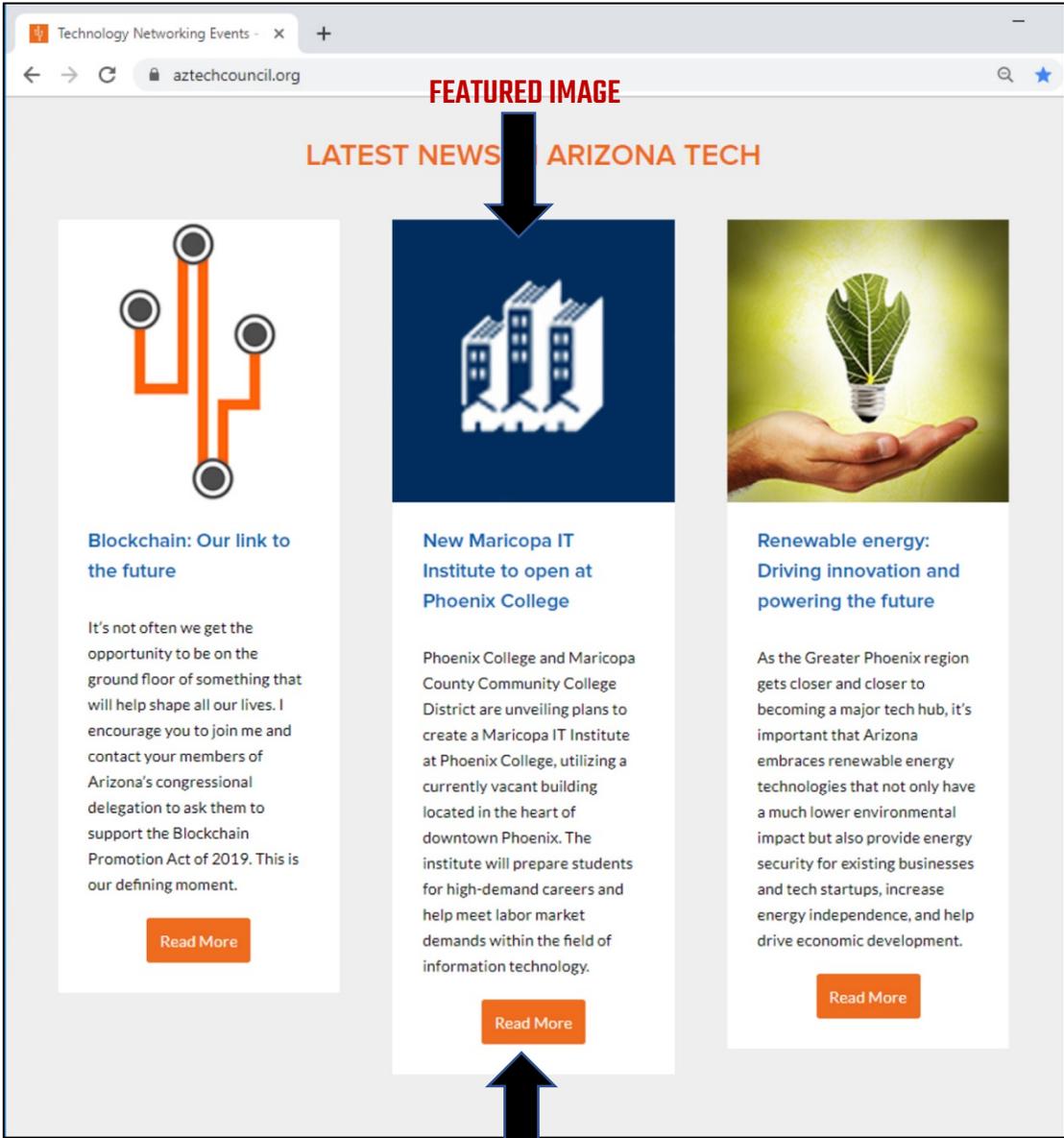




## 2019 MARKETING + ADVERTISING RATES

opportunity	price (m   nm)	term	specs
Featured home page news/blog + social posts	\$300   \$400	Content featured on home page for one month; post to FB, IG, TW, LI.	300-600 word article that can include three images; additional featured image to be provided to AZTC (210x210px) \$150 for AZTC to create image.
TechTalk enews feature	\$300*   \$400  *Free for Premier, Platinum and Visionary sponsors.	Inclusion in monthly TechTalk enewsletter	100-word max blurb; Banner image to be provided to AZTC (640x90px; 300 DPI). \$200 for AZTC to create banner.
TechTalk enews ad	\$300   \$400	Banner ad in one month of TechTalk enews	640x180px; 300 DPI \$200 extra for AZTC to create ad.
Social media package.	\$500   \$750	One month: two posts each to FB, IG, TW, LI.	Content + image(s) to be provided to AZTC at least two weeks in advance.
Sponsor: 2019 Council Lunch & Learn series	\$300   N/A	Advertising in monthly event series + sponsor comments before event.	High-res (300 DPI) logo, URL + company boilerplate.
Sponsor: 2020 Council Connect Speaker Series	\$300   N/A	Advertising in monthly event series + sponsor comments before event.	High-res (300 DPI) logo, URL + company boilerplate.
Job postings: Standard job posting Featured job posting	Free   \$50 \$50   \$80	Featured post on AZTC's job board for one month.	100-word max job summary with hyperlink. Featured posting includes company logo.
AZTC Total Package: TechTalk enews ad, social media package + featured news	\$950   \$1,250	Provides a well-rounded mix of marketing channels for maximum value.	See above sections for specs related to each.
TechConnect Magazine	\$1135 - \$2875	Quarterly magazine.	Full page: 8.375 x 10.875 Half page: 6.375 x 4.5

# Featured homepage blog/news

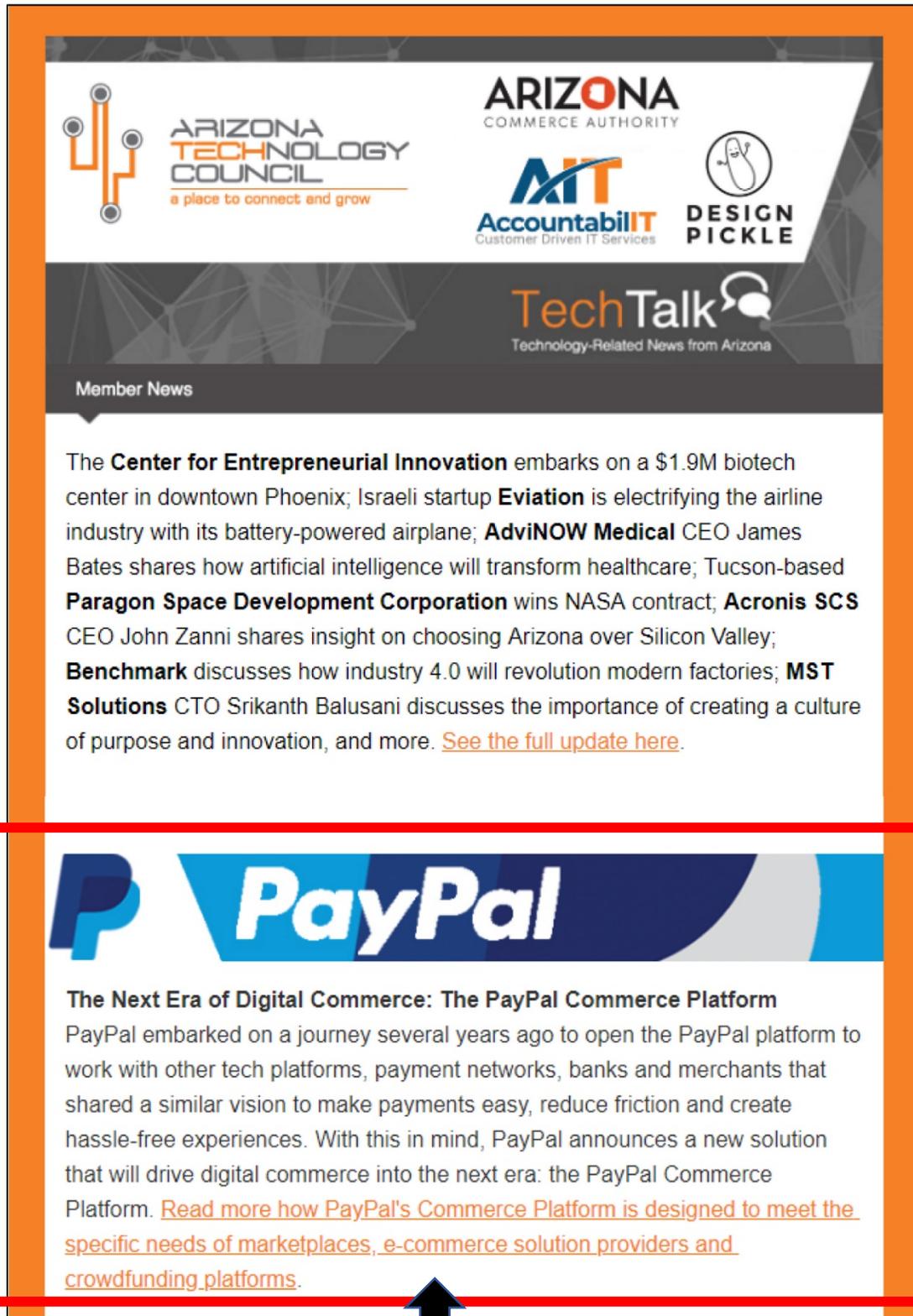


**SPECS:**

300-600 word article that can include three images. Featured image to be provided to AZTC (210x210px).

\$150 extra for AZTC to create featured image.

# TechTalk e-news feature



**ARIZONA TECHNOLOGY COUNCIL**  
a place to connect and grow

**ARIZONA**  
COMMERCE AUTHORITY

**AccountabilIT**  
Customer Driven IT Services

**DESIGN PICKLE**

**TechTalk**  
Technology-Related News from Arizona

Member News

The **Center for Entrepreneurial Innovation** embarks on a \$1.9M biotech center in downtown Phoenix; Israeli startup **Eviation** is electrifying the airline industry with its battery-powered airplane; **AdviNOW Medical** CEO James Bates shares how artificial intelligence will transform healthcare; Tucson-based **Paragon Space Development Corporation** wins NASA contract; **Acronis SCS** CEO John Zanni shares insight on choosing Arizona over Silicon Valley; **Benchmark** discusses how industry 4.0 will revolution modern factories; **MST Solutions** CTO Srikanth Balusani discusses the importance of creating a culture of purpose and innovation, and more. [See the full update here.](#)

**PayPal**

**The Next Era of Digital Commerce: The PayPal Commerce Platform**

PayPal embarked on a journey several years ago to open the PayPal platform to work with other tech platforms, payment networks, banks and merchants that shared a similar vision to make payments easy, reduce friction and create hassle-free experiences. With this in mind, PayPal announces a new solution that will drive digital commerce into the next era: the PayPal Commerce Platform. [Read more how PayPal's Commerce Platform is designed to meet the specific needs of marketplaces, e-commerce solution providers and crowdfunding platforms.](#)

## SPECS:

100-word max blurb; Banner image to be provided to AZTC (640x90px; 300 DPI).  
\$200 extra for AZTC to create banner image.

# TechTalk advertisement

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**GOVERNOR'S CELEBRATION OF INNOVATION**

**INNOVATIONAZ**

**Submit nominations by August 2**



**SPECS:**

640x180px; 300 DPI  
\$200 extra for AZTC to create ad.

# Arizona Technology Council job board

**FEATURED JOB POSTING** 100-word max summary with hyperlink + company logo.

**Office Manager: SciTech Institute**  
SciTech Institute, the foundation of the Arizona Technology Council, is seeking to hire an office manager to provide administrative support to the executive director and COO, as well as provide general office administration, database management, program and grant support, employee onboarding and expense-record keeping to ensure effective operations. Additional responsibilities include assisting with new employee onboarding, facilitating new-hire orientation and coordinating new-hire documentation with accounting department.

learn more:  
<https://bit.ly/2ygMpvl>

**Application Developer: Health Current**  
In support of the Health Information Exchange (HIE), the Application Developer is primarily responsible for developing OLAP cubes, reports, and dashboards. A secondary responsibility will be the development of software interfaces (scripts) to integrate disparate data stores (e.g. databases, portals, channels, etc.). The position involves working in interdisciplinary teams and with other analysts to support ongoing and planned database systems. This position is based in Phoenix, Ariz. and local residence is mandatory.

**Communications Director: Health Current**  
The Director of Communications will be responsible for leading the development of the organization's communications strategies and effectively delivering upon those strategies. The Director works with organizational executives, managers, and stakeholders to develop and communicate comprehensive communication plans and strategies. The Director ensures that content and messages are consistent and accurately represent the organization's values and objectives. The Director is responsible for planning, organizing and managing and/or executing all communications, public relations and event planning activities for Health Current. This includes outreach and communications support for multiple health information technology and exchange initiatives. This position is based in Phoenix, Arizona.

## STANDARD JOB POSTING

100-word max job summary with hyperlink.

# TechConnect Magazine



TO READ ISSUES OF TECHCONNECT, GO TO [www.aztechcouncil.org-techconnect-mag](http://www.aztechcouncil.org-techconnect-mag)

## RATES

STANDARD RATES	1X	2X	3X	4X
Full Page	\$2075	\$1920	\$1775	\$1640
1/2 Page Horizontal	\$1430	\$1325	\$1225	\$1135

SPECIAL POSITION RATES	1X	2X	3X	4X
Back Cover	\$2875	\$2660	\$2460	\$2275
Inside Front Cover	\$2715	\$2510	\$2320	\$2150
Inside Back Cover	\$2400	\$2220	\$2055	\$1900

**FULL PAGE:**  
8.375" WIDE  
x 10.875" TALL

**1/2 PAGE:**  
6.375" WIDE  
x 4.5" TALL



## CO-PUBLISHERS

The Arizona Technology Council is Arizona's premier trade association for science and technology companies. Recognized as having a diverse professional business community, Council members work towards furthering the advancement of technology in Arizona through leadership, education, legislation and social action.

# ARIZONA

COMMERCE AUTHORITY

The Arizona Commerce Authority (ACA) is the state's leading economic development organization with a streamlined mission to grow and strengthen Arizona's economy. The ACA uses a three-pronged approach to advance the overall economy: recruit out-of-state companies to expand their Arizona operations; work with existing companies to grow their business here and beyond; and partner with entrepreneurs and companies to create new jobs and businesses in targeted industries.

# TECHCONNECT

TO RESERVE ADVERTISING SPACE:  
[TechConnect@aztechcouncil.org](mailto:TechConnect@aztechcouncil.org) or  
[marketing@aztechcouncil.org](mailto:marketing@aztechcouncil.org)