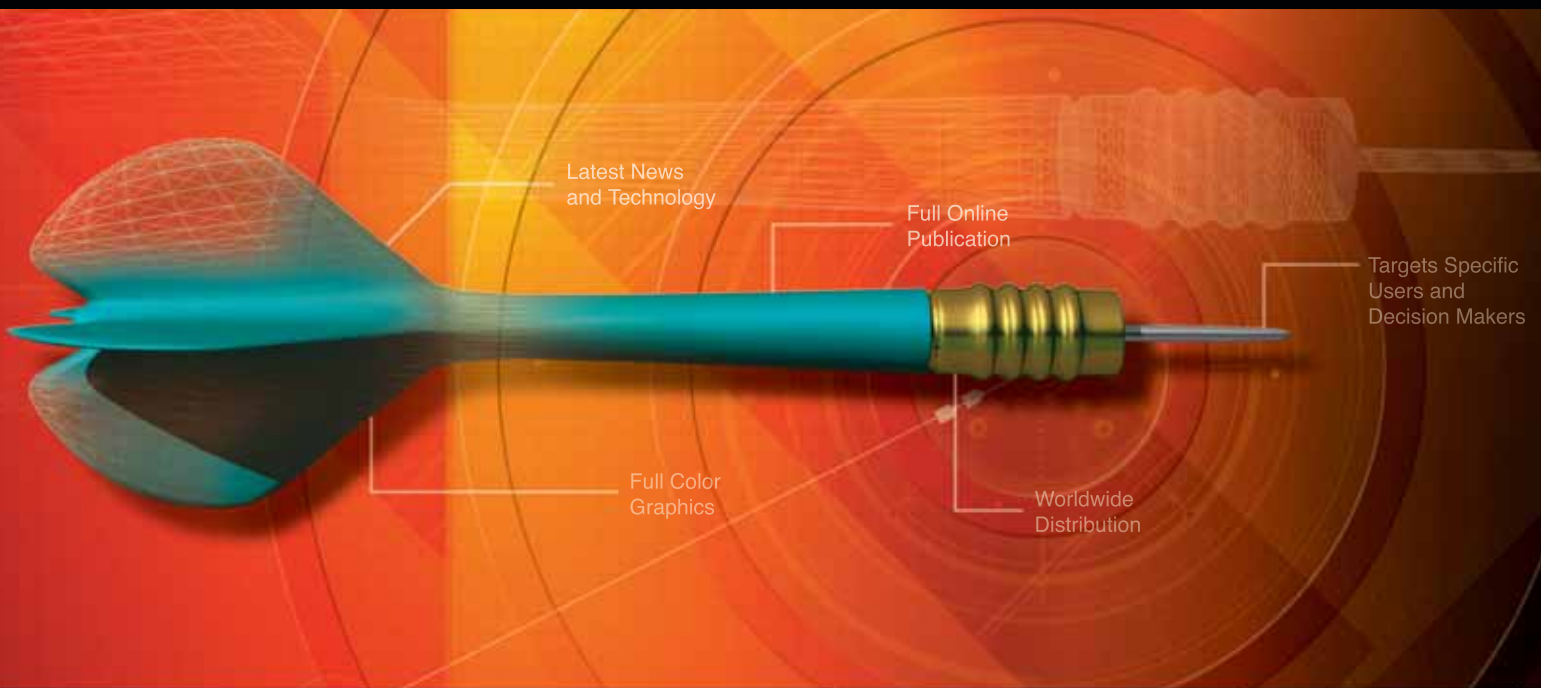


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2009-10 Publishing Schedule

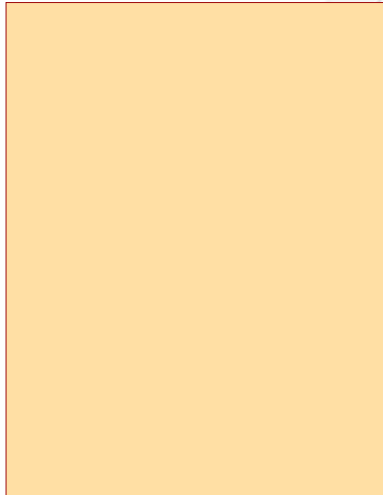
Issue	Reservation Deadline	Materials Deadline	Distribution Date
Issue 69	September 11, 2009	October 2, 2009	October 15, 2009
Issue 70	December 11, 2009	December 29, 2009	January 15, 2010
Issue 71	March 12, 2010	March 26, 2010	April 15, 2010
Issue 72	June 11, 2010	June 25, 2010	July 15, 2010

Advertising reservation insertion order forms will be sent to participating partners (2) months in advance from each publishing date listed.

Sales Contact: Dan Teie
Xcell Publications
 16887 Ski Slope Way
 Truckee, CA 96161
 Phone: 800 493-5551
 Fax: (530) 587-3433
 xcelladsales@aol.com

Xcell Publications Advertising Rates

2009-10 Xilinx Partner Rates



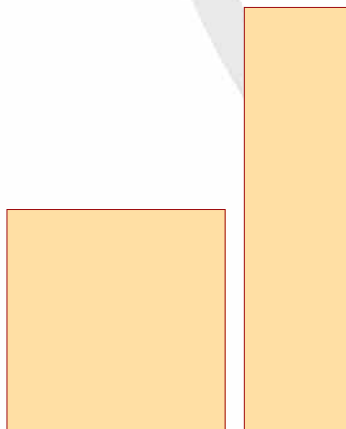
Full Page – 8.5" x 11"

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/Dan Teie
 16887 Skislope Way, Truckee, CA 96161
 (800) 493-5551 • Fax: (530) 587-3433
 xcelladsales@aol.com

Reservation Form/Insertion Order

Issue 69, 2009

PN#

Company Name _____

Representative _____ Title _____ Department _____

Address _____ City _____

State/Province _____ ZIP Code/Country Code _____

PO# _____ Date Issued _____

Tax ID# _____

Phone _____ Ext. _____ Fax# _____ E-mail _____

Billing Address _____ City _____

State/Province _____ ZIP Code/Country Code _____

Phone _____ Ext. _____ Fax# _____ E-mail _____

Accounts Payable Representative _____

Authorized Signature _____ Date _____

Insertion Order Deadline: September 10, 2009 **Material Submission Date: September 17, 2009**

Ad Space: Full Page 1/2 Page 1/3 Page Special Insert

Total: \$ _____ Rate _____ Part# _____ (see rate card to calculate pricing)

Purchase orders must be made payable to Xcell Publications. Please mail or fax a hardcopy purchase order with this form to:

Xcell Publications
 attn: Xcell Ad Sales/Dan Teie
 16887 Skislope Way, Truckee, CA 96161
 (800) 493-5551 • Fax: (530) 587-3433

To confirm ad reservations, please fill out this *Xcell Journal* Insertion Order and fax form to **(530) 587-3433** or call toll free **(800) 493-5551** for additional information.

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.

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Submit all ads on digital media, preferably Mac formatted, CD ROM, DVD, Jazz disks, or Zip disks.

Ship art to:
Dan Teie
 Xcell Journal Advertising
 16887 Skislope Way, Truckee, CA 96161
 (800) 493-5551

or upload files to: www.blair-media.com/xilinx/upload
 User Name: xilinx Password: user1

