Office Technology

The Magazine of the Business Technology Association

www.officetechnologymag.com

The core of Office Technology's readership is the membership of the Business Technology Association (BTA), which is primarily comprised of independent office technology dealers in all 50 U.S. states and eight foreign countries.

The magazine is read by owners and senior management. The balance of the readership is primarily comprised of non-member office technology dealership principals.

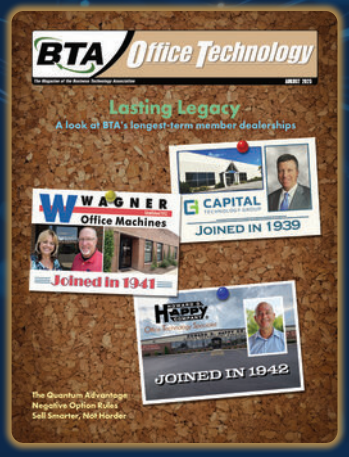


"My personal opinion is that Office Technology is very valuable to help us keep up with current technology and what is happening in the industry."

Jeanne Conlon
Advanced Business Systems Inc.
Moline, Illinois







"Office Technology is by far the best publication in our industry and virtually the only one I read. Most of the others don't have the same 'curb appeal' or content ... "

Mike McCurdy
Integrated Technologies Inc.
Twin Falls, Idaho



BTA Business Technology Association®

Business Technology Association
12411 Wornall Road, Ste. 200, Kansas City, MO 64145
Phone: (800) 505-2821 · www.bta.org

2026 Editorial Calendar

Each issue of Office Technology includes such regular features as Principal Issues, Courts & Capitols and Selling Solutions, in addition to information regarding the programs and initiatives of the Business Technology Association. Office Technology also features numerous articles regarding product trends, marketing strategies, management tactics, etc., written by dealers, vendors and others in the industry.

Issue Date	Cover Story	Space Deadline	Materials Due
January	2026 Opportunities & Strategies	12/8	12/22
February	2026 Software Buyer's Guide	1/6	1/20
March	Dealership Profiles: Production Print	2/6	2/20
April	Dealership Profiles: Acquisitions	3/6	3/20
May	Dealership Profiles: Inkjet Printing	4/6	4/20
June	Dealership Profiles: Business Operating Systems	5/6	5/20
July	Meet 2026-27 BTA President Mike Boyle	6/6	6/20
August	BTA's 100th Anniversary	7/6	7/20
September	Dealership Profiles: Managed Print Services	8/6	8/20
October	Dealership Profiles: Managed IT Services	9/7	9/21
November	BTA Member Survey Report: The Changing Buyer	10/6	10/20
December	2027 Industry Forecast	11/6	11/20

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Advertising Specifications

Size	Shape	Live Area	Trim	Bleed
Full Page	vertical only	7 ¼ x 10”	8 x 10 ¾”	8 ¼ x 11”
½ Page	vertical	3 ⅜ x 9 ⅞”	N/A	N/A
	horizontal	7 ¼ x 4 ⅞”	N/A	N/A
¼ Page	vertical	3 ⅜ x 4 ⅞”	N/A	N/A
Back Cover	vertical only with 1 ½ x 3” vertical mailing label	7 ¼ x 10”	8 x 10 ¾”	8 ¼ x 11”



Notes

- All ads must read left to right, top to bottom, no landscape or inversion.
- CMYK, four-color process, sheetfed printing only.
- All bleed dimensions include ⅛” bleed. For fractional ads, keep live copy ¼” from trim and crop marks. Use Live Area sizes above for full-page/ back cover ads.

Format For All Ad Sizes

Digital Requirements

Ads are required to be submitted as high-resolution PDFs using these PDF/X-1a standards:

(1) Acrobat 5 (PDF 1.4) compatible.

(2) CMYK images only; no RGB. The printer can convert files to CMYK, but if you are particular about color, please convert to CMYK before creating your PDF.

(3) No icc tagging. No Printer Color Management turned on in the images.

(4) Final image (which must be embedded) resolution should be at least 300 dpi.

(5) All fonts must be embedded.

(6) Security and passwords must not be used.

(7) Multiple Type Masters (MM type fonts) are not acceptable.

(8) All rules in ads should be .25 points or larger.

Get InDesign export instructions at: https://www.bta.org/ExportInstructions.

Media

Digital files may be provided via email or cloud service links.

Please send your files with the issue date, advertiser name and contact information to valerie@bta.org.

Files sent via email attachment should be less than 10MB. Compress all files into one archive using WinZip, Stuffit, etc., before sending via email.

Ads requiring work to be completed by the publisher may incur an additional charge.

Contact Information

Questions? Contact Valerie Briseno at valerie@bta.org or (816) 303-4082.

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Advertising Rates

Ad Size	1x	3x	6x	12x
Full Page	$1,500	$1,470	$1,440	$1,410
½ Page	$980	$962	$944	$926
¼ Page	$780	$768	$756	$744

All rates four-color. Deduct 33% for black-and-white-only ad rates.

Color ads: CMYK, four-color process printing only.

All ads must read left to right, top to bottom, no landscape or inversion.

*For BTA member rates, email Brent Hoskins at brent@bta.org.

Advertising Terms

(A) It is the policy of the publisher to only accept ads from advertising agencies with no outstanding bills.

(B) Advertising is subject to acceptance of the publisher as to character, layout and content.

(C) The publisher reserves the right to reject or cancel advertising that is not in keeping with the publication's standards.

(D) Advertisers and advertising agencies assume all liability for all content (including text, illustrations, representation, copyright, etc.) of advertisements printed and also assume total responsibility for any claims arising therefrom against the publisher.

(E) Advertisements are accepted upon the representation that advertisers have all the rights necessary to publish the contents thereof. Advertisements must be factual, not misleading or misrepresenting any competing product or service or make an unfair, incomplete comparison.

(F) Any attempt to simulate the publication's format is not permitted and the publisher reserves the right to place the word "advertisement" with any copy that in the publisher's opinion resembles editorial matter.

(G) Conditions and rates are subject to change.

(H) Positioning of advertisements is at the discretion of the publisher unless agreed to in writing by the publisher.

(I) The publisher shall have no liability for errors in the Advertiser Index or advertisements.

(J) Cancellations or changes in orders may not be made by the advertiser or its agency after closing date.

(K) The advertiser is liable for any costs (design fees, set ups, additions or alterations to advertisements, logos, color, etc.) incurred in the preparation of its advertisement.

(L) The publisher shall not be liable for any costs or damages if it fails to or incorrectly publishes an advertisement.

(M) The publisher shall hold the advertiser and/or its advertising agency jointly and severally liable for such monies as are due and payable to the publisher.

(N) No conditions other than those set forth in this media kit shall be binding on the publisher unless specifically agreed to in writing.

(O) The publisher is not liable for delays in delivery or non-delivery in the event of an act of God, action of government or quasi-governmental entity, fire, flood, insurrections, riot, explosion, embargo, strikes (whether legal or illegal), labor or material shortage, transportation interruption of any kind, work slowdown or any condition beyond the control of the publisher affecting production or delivery in any manner.

(P) As used in this section titled "Advertising Terms," the publisher shall refer to the Business Technology Association.

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