# Media Kit

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**Techexchange.com** is published by
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TECHEXCHANGE.com by [TC]²
Bringing technology to the sewn products industry

**About Techexchange.com**

*Techexchange.com* is an online trade publication and sourcing portal devoted exclusively to technology solutions for the sewn products industry. Since 1995, it has focused on emerging technologies that provide competitive advantage for manufacturers and retailers alike.

Its in-depth coverage of industry-specific technologies includes a broad range of technology all along the supply chain – from product design and development to production, warehousing, distribution, sales, and marketing.

The site features:

- Vendor & Service Directory
  The directory allows visitors to search for technology-specific products, services and consumables by business processes and operating systems. In addition to the value this brings to prospective customers, vendors frequently use it to source partners for strategic alliances.

- News
  This section features information and announcements regarding new products, technology upgrades, and alliances in the technology area for the global sewn products industry.

- Library
  Editorial content, white papers and case studies designed to enlighten visitors and deliver educated prospects to technology providers. The library also features a selection of video links that are updated regularly to highlight some of the most interesting innovations in key technology areas.

- Events & Programs
  Information on trade shows, conferences and seminars around the world that are focused on advanced technology. Special events including webinars are also featured.

- Industry Resources
  Find and connect with associations, publications and institutions of learning and research of relevance to the textile, apparel and broader sewn product industries.

**About [TC]² - *Turning Research Into Reality***

[TC]² serves as a resource to the sewn products industry for developing innovative processes, demonstrating emerging technologies, and training its diverse workforce.
Its initiatives include the broad investigation and demonstration of supporting technologies; education, training, and consulting services to strategically and tactically implement business practices; and leading-edge technology development.

## Advertiser Benefits

- An Established Publication
  *Techexchange.com* has been a technology resource for the industry since 1995, and is supported by the Who's Who of technology vendors in the markets it serves. The site is marketed through industry publications and events, and is linked to by over 500 web sites.

- Highly Targeted
  With its dedicated focus on technology for the sewn products industry, *Techexchange.com* provides uniquely targeted opportunities for its advertisers.

- Versatile
  *Techexchange.com* offers a broad range of advertising opportunities to support specific objectives.

- Great Value
  In addition to being less expensive and more targeted than print advertising, other benefits include:

  - the ability to publish white papers and case studies in the library

  - published technology news articles will be linked to advertiser's web site, providing not only instant access to additional information, but the potential for higher ranking in the commercial search engines

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## Advertising Opportunities and Annual Rates (In U.S. Dollars)

- **Option 1** - Vendor and Service Directory **FREE**
  Each listing includes company name, weblink, generic description of product/service areas, and association with relevant directory categories.

- **Option 2** **$250**
  Vendor and Service Directory listing includes company name and logo (maximum size 120 pixels wide by 80 pixels high), weblink, and customized description of product/service areas (maximum 200 words), with priority association of directory categories.

- **Option 3** **$2000**
  Option 2 (above) with the addition of a rotating banner advertisement appearing at the top of the page within the body of the site (selection of location page for the banner ad made by advertiser). Page top banner size is 468w x 60h pixels, in .gif or .jpg format (15K file size maximum)

- **Option 4** **$6000**
  Option 3 (above) with the addition of a rotating home page advertisement. Home page banner size is 120 w x 200 h pixels in .gif or .jpg format (15K file size maximum)

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## Advertising Contract Insertion Order

Advertiser Name: _____ Listing Date: _____

Advertiser Mailing Address: _____

_____

Order Approved by: _____Phone: _____

Contact Email: _____ Site URL for link: _____

| | | |
|---|---|---|
| Option 1 | Listing in Vendor and Service Directory | Free |
| Option 2 | Listing in Vendor and Service Directory with Logo<br>200 word (maximum) text for database listing<br>Corporate logo (file size no larger than 20K, .gif or .jpg format) | $250 |
| Option 3 | Listing in Directory with Page Top Ad<br>Includes Option 2 items and one ad, 468w x 60h pixels,<br>in .gif or .jpg (15K maximum file size) | $2000 |
| Option 4 | Listing in Directory with Page Top Ad and Home Page<br>Banner Ad<br>Includes Options 2 and 3 and a home page ad<br>120w x 200h pixels, in .gif or .jpg (15K maximum file size) | $6000 |

Advertising Option Selected: _____ Terms: Net Due with Order

Images and text will be submitted in final form in the correct dimensions along with payment for chosen advertising option.

Length of Advertising Contract: 12 months

I accept this order in accordance with the attached terms and conditions (page 6)

Agreed:

_____ _____
Advertiser Signature Printed Name and Title

_____ _____
Email Date

**Please return signed Contract Insertion Order and Terms and Conditions (page 6) with payment.**

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# Advertising Terms and Conditions

The publication, advertising space, linking, feedback, and other services described above (the "Services") are provided by [TC]², 5651 Dillard Dr.., Cary, NC 27518 ("Publisher") to the advertiser identified below (the "Advertiser") in accordance with the following terms and conditions:

General:

1. Services are offered by Publisher utilizing (a) the web site hosting services of a commercial Internet service company, and (b) Publisher's pages on the World Wide Web known as *Techexchange.com*. Additional services may be requested by Advertiser at any time. Notices permitted or required under this Agreement may be given by postal mail, facsimile or electronic mail. Service requests and notices may be sent to Publisher via facsimile at 919.380.2181 or by electronic mail to **webmaster@techexchange.com**.
2. Advertiser warrants that all copy, images, banners, software, and other information submitted for publication or distribution as part of the Services ("Submissions") will upon delivery to Publisher constitute original works of authorship prepared by Advertiser. Advertiser warrants that it has the right to authorize Publisher to reproduce, edit, and publish all Submissions. Advertiser warrants that no part of any Submission will include defamatory remarks or contain anything that would violate any United States or foreign law, trade secret, right of publicity or right of privacy, or infringe a copyright, trademark, or other proprietary right of any person. Advertiser agrees to defend, indemnify and hold Publisher harmless from any and all liabilities, costs and expenses, including reasonable attorney's fees, related to any violation of this Agreement by Advertiser or in connection with its use of the Services, or the placement of any information on the Internet by Advertiser (or by Publisher at Advertiser's request).
3. Publisher reserves the right in its sole discretion at any time to add, modify, edit or delete any links, articles, copy, images, software or other information appearing or referenced on *Techexchange.com* web pages.
4. THE SERVICES ARE PROVIDED ON AN "AS IS" AND "AS AVAILABLE" BASIS WITHOUT WARRANTIES OF ANY KIND, EITHER EXPRESS OR IMPLIED, INCLUDING BUT NOT LIMITED TO WARRANTIES OF TITLE, NONINFRINGEMENT OR IMPLIED WARRANTIES OF MERCHANTABILITY OR FITNESS FOR A PARTICULAR PURPOSE. PUBLISHER MAKES NO REPRESENTATION OR WARRANTY THAT THE INFORMATION APPEARING ON *Techexchange.com* WEB PAGES WILL BE ERROR-FREE, OR FREE FROM HARMFUL COMPONENTS, OR AVAILABLE FOR ACCESS WITHOUT INTERRUPTION OR TRANSMISSION DELAYS.
5. UNDER NO CIRCUMSTANCES WILL PUBLISHER OR ITS CONTRACTORS BE LIABLE FOR ANY DIRECT, INDIRECT, INCIDENTAL OR CONSEQUENTIAL DAMAGES THAT RESULT IN ANY WAY FROM ADVERTISER'S USE OF OR INABILITY TO USE THE SERVICES OR ANY FAILURE OF PERFORMANCE.
6. If Advertiser is dissatisfied with the Services, or with any terms, conditions, rules or practices of Publisher in publishing information on *Techexchange.com* web pages, its sole and exclusive remedy is to discontinue using the Services as per the Terms outlined below.
7. This Agreement shall be governed by the laws of North Carolina, U.S.A. This Agreement constitutes the entire agreement between the parties with respect to the Services.

Terms:

1. Net due upon contract submission.
2. Advertising charges are billed in advance on an annual subscription basis**. Contact will be made thirty days prior to the expiration date regarding renewal and updated listings and ads.** A pro-rata portion of annual charges will be refunded to Advertiser in the event this Agreement or any annual Services are terminated by Publisher; otherwise, contracts are non-refundable.
3. Banner and home page ad charges are due with the insertion order.
4. Renewals not paid within 30 days of invoice may be subject to cancellation and a reinstatement fee of $75 (US) will be billed.
5. Collections: If Advertiser and/or agency default in payment of advertising bills, Advertiser and/or agency are responsible for all collection fees and/or attorney fees.

Electronic Payments:
Please contact **kdavis@tc2.com** or wire remittance information.

Agreed:

| | |
|---|---|
| Advertiser | Contact Name and Title (printed) |
| Signature | Date |