



2010 ARM Resource Guide Order Form & Contract

Customer Information

Company Name: _____
 Contact: _____
 Address: _____
 City: _____ State: _____ Zip: _____
 Country: _____
 Phone: _____ Fax: _____
 Email: _____

Accounting Information (if different)

Company Name: _____
 Contact: _____
 Address: _____
 City: _____ State: _____ Zip: _____
 Country: _____
 Phone: _____ Fax: _____
 Email: _____

1. 1/2 Page Product Listings - \$750

Product Name: _____ Product Type: _____ Place in the following Section*: _____ Amount: \$ _____

2. Additional 1/2 Page Product Listings - \$700 each

Product Name: _____ Product Type: _____ Place in the following Section*: _____ Amount: \$ _____
 Product Name: _____ Product Type: _____ Place in the following Section*: _____ Amount: \$ _____
 Product Name: _____ Product Type: _____ Place in the following Section*: _____ Amount: \$ _____

3. Full Page Product Listings - \$1,450

Product Name: _____ Product Type: _____ Place in the following Section*: _____ Amount: \$ _____

4. Additional Full Page Product Listings - \$1,350 each

Product Name: _____ Product Type: _____ Place in the following Section*: _____ Amount: \$ _____
 Product Name: _____ Product Type: _____ Place in the following Section*: _____ Amount: \$ _____
 Product Name: _____ Product Type: _____ Place in the following Section*: _____ Amount: \$ _____

*For available sections see media kit at http://www.convergencepromotions.com/pdf/ARM_Resource_Guide_09_Media_Kit.pdf

5. Display Advertising.

1 Page: \$3400. IFC: \$5000. Opposite Contents: \$4200. 2-Page Spread: \$6000. Multiple Pages: \$3,000 each

1/2 Page: \$1750. Multiple 1/2 Pages: \$1500 each.

1/2 Page 1 Page 2 Page Spread Position Request: _____ Amount: \$ _____

TOTAL AMOUNT: \$ _____

PO Number (if required): _____

Signed: _____

Make all purchase orders out to:

ConVergence Promotions LLC, 2220 Sunset Point, Discovery Bay, CA 94505, USA and fax this order to +1 925 240 0001 or mail it to: ConVergence Promotions PO Box 1567, Discovery Bay, CA 94505, USA.

If you wish to pay by credit card please contact Kathleen West at +1 925 240 0002

Payment Terms

All participants will be invoiced on receipt of this form. No listing or advert will be published unless the invoice has been paid. You do not need to submit any material for your product listing; we will use the listing that is published in the online Developers' Guide.. We do not provide proofs for the printed material. We will print the approved information from the Online Developers' Guide, so check your input carefully. See over for Terms and Conditions.

Product Listing Submission:

1 To edit existing products or enter new products go to:

<http://www.arm.com/community/login.php> and login. If you have forgotten your password, use the 'Forgot your password' link.

2. Enter new products or edit existing products. We will only publish product listings that are entered on this order form. Press SUBMIT when you are finished entering and editing the information. If you need to return to the listing at a later date to finish it, press HOLD for editing.

4. Don't forget to upload hi-resolution product image if you have it available. Keep your product and company information up-to-date and make sure we have a hi-res company logo.

The information in this template will automatically be converted to print and html for publishing. No proofs will be issued, so check your input carefully. Deadline is May 1st 2010

Advertising Submissions

1. Please send CD or DVD with Electronic Files. Provide color proofs. DO NOT SEND FILM

2. All files should be Mac formatted. Please include all files, including fonts used in EPS embedded images (No true type fonts).

3. Do not 'Style' fonts in the font palette (clicking B or I for bold or italics) as fonts styled this way many not print. Color is to be CYMK.

4. All images are to be in CYMK mode, saved as EPS, or Tiff format. Convert all Pantone and RGB images to CYMK.

5. Preferred software programs are Quark Express, Adobe Photoshop and Adobe Illustrator.

6. The best solution is to submit a high resolution 'Press Ready PDF'.

7. Media we accept : CDs, DVDs, and digital submission via ftp site. For upload information contact David Ramos below.

8. Specifications:

Page size	Non-Bleed	Bleed
1 Page	7.675 inches w x 10.25 inches h (add .25 inches all 4 sides)	8.375 inches w x 10.875 inches h
2 Page Spread	Save as separate pages same as above minus .5 inches (.25 inches each page) for glued spine (for cross-overs)	
½ Page (Horizontal)	7.675 inches wide x 4.875 inches high	Not available

Trim Size: 8.375inches wide x 10.875 inches high. Live Matter: 7.675 inches wide x 10.25 inches high. Full page bleeds add .25 inches all sides to trim size.

Send all Materials to:

Dave Ramos, Designs by Dave
8339 Church Street, #115
Gilroy, CA 95020

Phone: +1 408 848 3900. Fax: +1 408 847 3414. email: dbyd@garlic.com

Terms & Conditions

Advertiser is contracting with ConVergence Promotions LLC (ConVergence Promotions) to place advertising and/or Product Listings in the 2010 ARM Resource Guide. Any changes and/or cancellations to this insertion order must be made in writing to the Publisher, Glenn ImObersteg (glenn@convergencepromotions.com) by the official close date of the publication. If no new advertising or datasheet material is received the information on file will be used. It is the customer's responsibility to send the new materials and confirm their receipt in time for the new publication. All reservations are subject to the terms and conditions of the current rate card. Positioning of advertising is at the discretion of ConVergence Promotions except where a specific position has been agreed to by ConVergence Promotions in writing. All advertising/datasheets shall, contain correct trademarks and shall not mention competing cores or technologies. In no event shall ConVergence Promotions be liable for consequential, or incidental special damages, nor shall its liability for any act, error or omission, whether or not due to its negligence, exceed the cost of the space ordered. In consideration of ConVergence Promotions publishing advertising, the advertiser and its agency agree to indemnify ConVergence Promotions against any loss, liability and damages and expenses arising out of ConVergence Promotions copying, printing or publishing of such advertising