

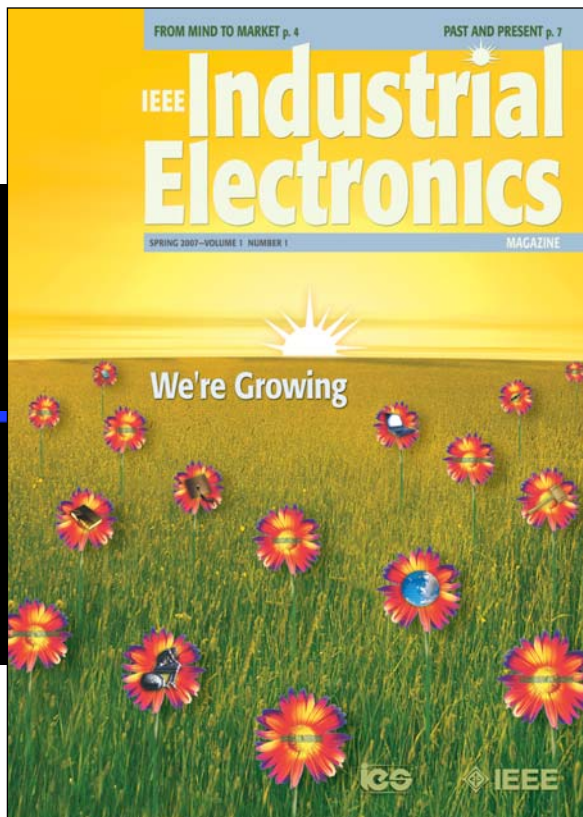


2008 SELECT MARKET MAGAZINES

IEEE Industrial Electronics

quarterly

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CONSUMER
SEMICONDUCTOR
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Industrial electronics covers intelligent and computer control systems, robotics, factory communications and automation, flexible manufacturing, data acquisition and signal processing, vision systems and power electronics.

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2008 Editorial Calendar

In Each Issue: Editor's Column IES President's Message From Mind to Market Past & Present My View Society News Chapter News
 Book News Conference Calendar

Issue	Reservations	Materials	Bonus Distribution
Spring	4 Mar	7 Mar	<input type="checkbox"/> ICIT 2008, 21 - 24 Apr, Chengdu, CHINA
Summer	16 Jun	19 Jun	<input type="checkbox"/> IEEE ISIE, 30 Jun - 2 Jul, Cambridge, UK <input type="checkbox"/> IEEE INDIN 2008, 16 - 19 Jul, Daejeon, KOREA <input type="checkbox"/> IEEE ETFA, 15 - 18 Sep, Hamburg, GERMANY
Fall	21 Aug	26 Aug	<input type="checkbox"/> IEEE IECON/ICELIE, 10 - 13 Nov, Orlando, FL
Winter	5 Nov	10 Nov	<input type="checkbox"/> ICIT 2009, 10 - 13 Feb, Victoria, AUSTRALIA

Editorial calendar is subject to change without notice.

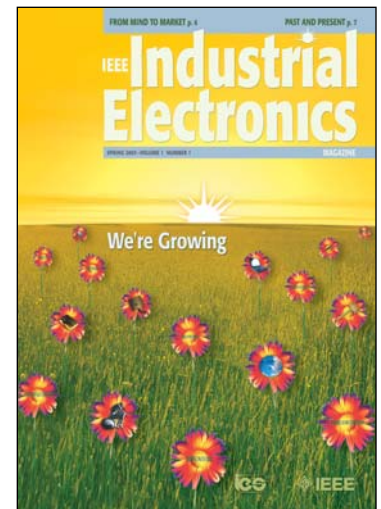
2008 Display Advertising Rates

Rate Card #2
Effective January 2008

Size/Frequency	1x	3x	6x	9x	12x	18x	24x	36x
BLACK/WHITE - FULL PAGE	\$1,315	\$1,260	\$1,240	\$1,210	\$1,160	\$1,090	\$1,010	\$920
2/3 PAGE	1,040	1,010	990	960	920	850	790	700
1/2 ISLAND	820	780	750	720	700	670	640	600
1/2 PAGE	740	700	680	670	640	600	570	530
1/3 PAGE	530	500	470	460	430	410	390	370
1/4 PAGE	390	370	360	340	330	300	260	250
1/6 PAGE	330	320	310	290	280	250	240	220
Cover* 2	\$1,510	\$1,450	\$1,420					
Cover* 3	1,510	1,450	1,420					
Cover* 4	1,790	1,720	1,680					
2/COLOR†	360							
MATCHED COLOR†	470							
4/COLOR†	730							

*Cover rates apply to cover contracts only. Color extra.

† Extra, per page or fraction thereof.



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Electronic Files

Supply a high quality digital proof. We cannot accept files without proofs. Do not compress files. Send files on Zip disk or CD. All e-mailed files must be under 5 mb.

Acceptable formats:

QuarkXpress documents using the "Collect for Output" from the file menu:

- Supply all the elements that went into creating the files – fonts (both screen and printer), art files (eps) and the high-resolution images.
- Include a list of all items contained on the disk, including fonts.

EPS (Encapsulated Postscript) which contain 300 dpi bitmap formatted files:

- Use only Adobe Type 1 fonts. No True Type fonts, please.
- Supply a list of fonts that are used in the file.
- All color elements must be in CMYK.

TIFF/JPG/PDF

- All color elements must be in CMYK.
- Any bitmap images must be 300 dpi at final printed size.
- Fonts other than Helvetica or Times should be converted to outlines in CDR files.

Unacceptable formats:

We do not accept the following file formats:
 GIF DOC Any other formats not listed.

Also, we cannot accept files from page layout programs such as PageMaker, FrameMaker, Corel Ventura, or QuarkXpress which do not adhere to specifications noted previously.

We cannot be held accountable or responsible for any electronic files which have not been prepared correctly.

The Advertiser and/or its Agency accept full responsibility for the accuracy and integrity of the supplied electronic files.

Our production staff reserves the right to reject electronic ad material which will not process or reproduce correctly to meet quality standards, or that are missing elements such as fonts or high-resolution graphics.

If we are asked to preflight or troubleshoot supplied files, there will be a charge of \$100 per hour, with a one-hour minimum charge. These charges will be added to the invoice.

Send material to: magazineads@ieee.org.

Mechanical Requirements

Ad Size in Inches

Non-Bleed Sizes	Width		Depth
FULL PAGE	7"	X	10"
2/3 PAGE	4-5/8"	X	10"
1/2 PAGE, HORIZONTAL	7"	X	4-7/8"
1/2 PAGE, VERTICAL	3-3/8"	X	10"
1/2 PAGE, ISLAND	4-5/8"	X	7-1/2"
1/3 PAGE, VERTICAL	2-1/8"	X	10"
1/3 PAGE, SQUARE	4-5/8"	X	4-7/8"
1/4 PAGE, SQUARE	3-3/8"	X	4-7/8"
1/6 PAGE, VERTICAL	2-1/8"	X	4-7/8"
BLEED SIZE	8"	X	11"
TRIM SIZE	7-7/8"	X	10-3/4"

Keep all live matter 3/8" inside trim.

Ad Size in Millimeters

Non-Bleed Sizes	Width		Depth
FULL PAGE	178mm	X	254mm
2/3 PAGE	118mm	X	254mm
1/2 PAGE, HORIZONTAL	178mm	X	124mm
1/2 PAGE, VERTICAL	86mm	X	254mm
1/2 PAGE, ISLAND	118mm	X	190mm
1/3 PAGE, VERTICAL	54mm	X	254mm
1/3 PAGE, SQUARE	118mm	X	124mm
1/4 PAGE, SQUARE	86mm	X	124mm
1/6 PAGE, VERTICAL	54mm	X	124mm
BLEED SIZE	203mm	X	279mm
TRIM SIZE	200mm	X	273mm

Keep all live matter 10mm inside trim.