



BLACK & WHITE ADVERTISING RATES

	1x	3x	6x	9x	12x	24x
1 page	7295	6965	6790	6610	6060	5850
2/3 page	5490	5265	5120	4970	4580	4390
1/2 island	4970	4775	4730	4605	4250	4065
1/2 page	4390	4190	4060	4020	3670	3485
1/3 page	3295	3140	3110	2970	2725	2705
1/4 page	2905	2765	2710	2605	2530	2360

Advertisers using any combination of IEEE publications including IEEE Communications Magazine earn rates on the combined number of insertions. All positions are R.O.P. or Publisher's Choice. Frequency rates are based on number of units within a 12-month contract year. Two-page spreads count as two units. Contracts specifying rates for more than one year cannot be accepted.

Bleed: No additional charge.

Color Rates: In addition to earned b/w rate per page (or fraction thereof).

Standard AAAA Red, Blue, Green, Orange, Yellow+\$700
Matched color+\$800
Three- or four-color+\$1,100
Three- or four-color Spread+\$2,000

Commissions: 15% of gross billing to recognized agencies provided account is paid within 30 days of invoice date.

Contract and Copy Regulations: Changes or cancellations must be made and writing, and must be received prior to published closing dates. Advertising is accepted at the discretion of the publisher.

Cover Rates: In addition to earned b&w rate.

Cover 2+15%
Cover 3+10%
Cover 4+20%

Front cover not sold. All other special positions 10% additional.

MECHANICAL REQUIREMENTS

	wide	deep
Full page	7"	10"
2/3-page	4 1/2"	10"
1/2-page island	4 1/2"	7 3/8"
1/2-page vertical	3 3/8"	10"
1/2-page horizontal	7"	4 7/8"
1/3-page vertical	2 1/4"	10"
1/3-page square	4 1/2"	4 7/8"
1/3-page horizontal	7"	3 1/2"
1/4-page island	4 1/2"	3 1/2"
1/4-page square	3 3/8"	4 7/8"
1/4-page horizontal	7"	2 3/8"

Publication trim size 8 1/8" x 10 7/8"

DIGITAL ADVERTISING SPECIFICATIONS

Acceptable File Formats: We accept digital ads with all fonts and graphic elements embedded (CMYK color).

For specifications for submitting digital ads, use the following link:
<http://www.comsoc.org/Advertsign/Print-Ad-Specifications>

Electronic Submission: Accepted via ftp.
Contact EricLevine at e.levine@comsoc.org for ftp information.
All ads ftp'd to our servers must be accompanied by a fax or e-mail informing us of the transmission.

Bleed Ads: Trim size: 8 1/8" x 10 7/8". Recommended live area: 7 1/2" x 10 5/8". **Bleed area should extend 1/8" past trim size, on all four sides.**

Closing Dates: Space reservations due 1st of month preceding date of issue. Materials due 8th of month preceding date of issue.

Inserts: Call for information.

Issuance: Issued first week of month.



RATE CARD #33;
EFFECTIVE JANUARY 1, 2012

MAILING INSTRUCTIONS

Send all orders, contracts, and materials to:

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3 Park Avenue, 17th Floor
New York, NY 10016 USA

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E-mail: e.levine@comsoc.org

