

## 2009 SELECT MARKET MAGAZINES

### IEEE Industry Applications

bimonthly

[www.ieee.org/ieeemedia](http://www.ieee.org/ieeemedia)



ENERGY  
GREENTECH  
ROBOTICS  
TRANSPORTATION



**Circulation** 10,239

### Annual Subscription Cost

- IEEE IAS Society Member \$20.00  
Included with membership dues
- Other IEEE Member \$38.00
- Individual Non-member \$245.00

### Key Products

- Computer Software & Hardware
- CAD Engineering
- Diagnostic Systems
- Drive Systems
- Electrical Test Equipment
- Electrostatic Products and Services for Industrial Applications
- Energy Management Systems
- Industrial Illumination Products and Systems
- Metering & Instrumentation
- Motors
- Power Generation Systems
- Power Electronic Systems for Various Applications
- Process Automation and Control Systems
- Semiconductor Devices
- Industrial Engineering Reference and Textbooks
- Industrial Engineering Programs and Courses

Industry applications covers the development, design, manufacture and application of electrical systems, apparatus, devices, and controls to the processes and equipment of industry and commerce; the promotion of safe, reliable, and economic installations; industry leadership in energy conservation and related environmental, health, and safety issues; the creation of voluntary engineering standards and recommended practices; and the professional development of its membership.

***IEEE Industry Applications Magazine*** readers are involved in all industries including electric power, petroleum and chemical, pulp and paper, cement, metals, and general industrial and commercial power systems. Readers are also involved in the development of industrial product technologies in power, power electronics, illumination, and electrostatics. Many also provide engineering support services to industrial customers in consultant and marketing roles.

**CONTRACT REGULATIONS:** All billing subject to short-rate or rebate to earned rates, depending on the frequency actually used during a 12-month period.

**LIABILITY:** The publisher reserves the right to hold advertisers and/or their advertising agencies jointly and severally liable for money due and payable to the publisher. Publisher is not liable for delays in delivery and/or nondelivery in the event of Act of God, action by the government or quasi-government entity, fire, flood, insurrection, 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 matter.

**PUBLISHER'S PROTECTION CLAUSE:** The publisher reserves the right to cancel or reject any advertising at any time and to add the word "ADVERTISEMENT" at the top of any copy which in the publisher's opinion simulates editorial matter and might be misleading to the reader. The publisher will not be bound by any conditions, printed or otherwise, appearing on order blanks or copy instructions when such conditions conflict with the regulations set forth in the rate card. Advertiser and/or agency to indemnify, defend and save harmless the publisher from any and all liability for content of advertisements printed (including text, illustrations, representations, sketches, maps, trademarks, labels or other copyrighted matter) or unauthorized use of any person's name or photograph, arising from the publisher's reproduction and publication of such advertisements pursuant to the advertiser's or agency's order.



**Celebrating 125 Years**  
*of Engineering the Future*

## 2009 Editorial Calendar

Departments:  From the Editor's Desk  President's Message  Standards  Electrical Safety  History  Education  Chapter News  Society News  Conference Calendar  
 IAS Continuing Education Opportunities  On the Lighter Side

Issue	Reservations	Materials	Features	Conference Report	Bonus Distribution
Jan/Feb	11 Nov 2008	14 Nov 2008	<input type="checkbox"/> <b>Standards</b>	<input type="checkbox"/> 2008 IAS Annual Meeting	<input type="checkbox"/> APEC, 15 - 19 Feb, Washington, DC
Mar/Apr	9 Jan	14 Jan	<input type="checkbox"/> <b>Power Electronics and Automation</b>	<input type="checkbox"/> 2008 Petroleum & Chemical Industry	<input type="checkbox"/> Rural Electric Power, 26 - 28 Apr, Ft. Collins, CO
May/June	17 Mar	20 Mar	<input type="checkbox"/> <b>Electrical Safety</b>		<input type="checkbox"/> Industrial & Commercial Power Systems, 3 - 7 May, Calgary, AB, CANADA <input type="checkbox"/> Pulp & Paper Industry Conference, 21 - 26 Jun, Birmingham, AL
Jul/Aug	8 May	13 May	<input type="checkbox"/> <b>Automotive Motor and Sensor Applications</b>	<input type="checkbox"/> 2009 APEC	<input type="checkbox"/> PES, 26 - 30 Jul, Calgary AB, CANADA
Sep/Oct	10 Jul	15 Jul	<input type="checkbox"/> <b>Power Distribution</b>	<input type="checkbox"/> 2009 Industrial and Commercial Power	<input type="checkbox"/> Petroleum & Chemical Industry Conference, 14 - 16 Sep, Anaheim, CA <input type="checkbox"/> IAS Annual Meeting, 4 - 8 Oct, Houston, TX
Nov/Dec	15 Sep	18 Sep	<input type="checkbox"/> <b>Motors and Drives</b>	<input type="checkbox"/> 2009 Cement Industry <input type="checkbox"/> 2009 Pulp & Paper	

Editorial calendar is subject to change without notice.

## 2009 Display Advertising Rates

Rate Card #15  
Effective January 2009

Size/Frequency	1x	3x	6x	9x	12x	18x	24x	36x
BLACK/WHITE - FULL PAGE	\$2,725	\$2,620	\$2,560	\$2,510	\$2,400	\$2,260	\$2,100	\$1,910
2/3 PAGE	2,150	2,100	2,040	1,990	1,910	1,770	1,640	1,460
1/2 ISLAND	1,690	1,610	1,550	1,500	1,440	1,390	1,340	1,250
1/2 PAGE	1,530	1,440	1,400	1,390	1,340	1,250	1,170	1,090
1/3 PAGE	1,090	1,040	980	950	900	840	820	760
1/4 PAGE	820	780	740	710	680	630	550	520
1/6 PAGE	680	650	640	600	570	520	490	460
Cover* 2	\$3,410	\$3,270	\$3,210					
Cover* 3	3,410	3,270	3,210					
Cover* 4	3,630	3,480	3,410					
2/COLOR†	\$550							
4/COLOR†	990							

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

† Extra, per page or fraction thereof.



IEEE  
**MEDIA**

Susan E. Schneiderman  
Business Development Manager  
445 Hoes Lane  
Piscataway, NJ 08854  
tel: +1 732 562 3946 fax: +1 732 981 1855  
ss.ieeemedia@ieee.org  
www.ieee.org/ieeemedia

## Electronic Advertising Files

Press-ready Adobe PDF files are preferred.

### EPS Files:

When saving as EPS file, please include tif images in CMYK and supply a list of fonts that are used within that file. Send EPS files on CD along with the original application file and digital proofs — color if applicable.

### Proofing:

For color ads, 1 SWOP press proof with color bars or off-press proof.

E-mail ads to: magazineads@ieee.org

### FTP:

1. Connect to ftp at ftp://subway.ieee.org (do not use www or http).
2. Use "anonymous" to login - no password required.
3. Go to "Magazines" directory and select the "Ads" directory.
4. Upload files/folders to "toieee" folder.
5. Notify IEEE staff at magazineads@ieee.org when files are posted.

Please note the magazine and issue date where the ad will appear.

### NOTE:

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.

The Publisher is not accountable for any 4/color ad supplied without a color proof, and reserves the right to rebill for any costs incurred in outputting improperly prepared materials.

Our production staff reserves the right to reject electronic ad material that 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 troubleshoot supplied files, there will be charge of \$100 per hour, with a one hour minimum charge. These charges will be added to the invoice.

For further Information please contact:

### Felicia Spagnoli

Advertising Production Manager  
IEEE Media

445 Hoes Lane, Piscataway NJ 08855

Phone: +1 732 562 6334

FAX: +1 732 562-1745

E-mail: f.spagnoli@ieee.org

http://www.ieee.org/organizations/pubs/magazines

## Mechanical Requirements

Ad Size in Inches	Width		Depth
BLEED SIZE	8-1/8"	X	11"
TRIM SIZE	7-7/8"	X	10-3/4"

Keep all live matter 3/8" inside trim.

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"

Ad Size in Millimeters	Width		Depth
BLEED SIZE	206mm	X	279mm
TRIM SIZE	200mm	X	273mm

Keep all live matter 10mm inside trim.

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