



2009 SELECT MARKET MAGAZINES

IEEE LEOS Newsletter

bimonthly

www.ieee.org/ieeemedia



BIOMEDICAL
SEMICONDUCTOR
TELECOMMUNICATIONS



Circulation 7,191

Annual Subscription Cost

- IEEE LEO Society Member \$25.00**
Included with membership dues
- Individual Non-member:**
Not available

Key Products

- Biomedical Lasers
- Displays
- Electro-optical Sensors & Systems
- Integrated Optics & Optoelectronics
- Microwave Photonics
- Nonlinear Optics
- Optical Communications
- Optical Fiber & Planar Waveguide Technology
- Optical Networks & Systems
- Optoelectronic Materials & Processing
- Optoelectronic Packaging
- Manufacturing & Reliability
- Optical Interconnects
- Photodetector & Imaging
- Semiconductor Lasers
- Solid State Lasers
- Ultrafast Optics & Electronics
- Lasers and Electro-optics Reference and Textbooks
- Lasers and Electro-optics Programs and Courses



Lasers and electro-optics covers the application of lasers, optical devices, optical fibers, and associated lightwave technology in systems and subsystems in which quantum electronic devices are a key element.

IEEE LEOS Newsletter readers are engineers and researchers involved in the design, development and implementation of products and services for the laser, optoelectronics and photonics community.

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.

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2009 Editorial Calendar

Regular Features: Hot Topics Industry Research Highlights Academic Research Highlights Careers Conferences Members News Publications
 Columns: Editor's Column; President's Column; LEOS Leaders

Issue	Reservations	Materials	Bonus Distribution
Feb	2 Jan	9 Jan	<input type="checkbox"/> OFC 2009, 22 - 26 Mar, San Diego, CA
Apr	4 Mar	10 Mar	<input type="checkbox"/> HSD 2009, 3 - 6 May, Santa Fe, NM <input type="checkbox"/> IPRM 2009, 10 - 14 May, Newport Beach, CA <input type="checkbox"/> CLEO/QELS, 2 - 4 Jun, Baltimore, MD
Jun	1 May	8 May	<input type="checkbox"/> Summer Topicals, 20 - 22 Jul, Newport Beach, CA
Aug	1 Jul	9 Jul	<input type="checkbox"/> Optical MEMS Nanophotonics, 16 - 21 Aug, Clearwater Beach, FL <input type="checkbox"/> GFP, 9 - 11 Sep, San Francisco, CA <input type="checkbox"/> ECOC, 20 - 24 Sep, Vienna, AUSTRIA <input type="checkbox"/> AVFOP, 22 - 24 Sep, San Antonio, TX <input type="checkbox"/> LEOS 2009, 4 - 9 Oct, Antalya, TURKEY
Oct	4 Sep	11 Sep	
Dec	3 Nov	10 Nov	

Editorial calendar is subject to change without notice.

2009 Display Advertising Rates

Rate Card #5
Effective January 2009

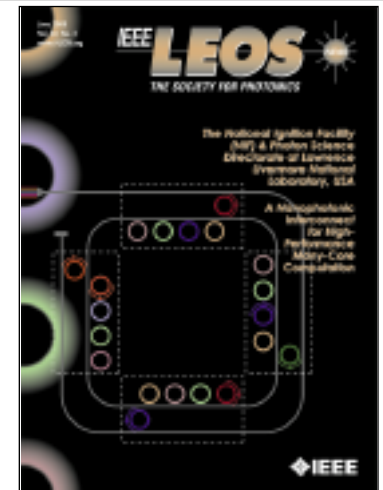
Size/Frequency	1x	3x	6x	9x	12x	18x	24x	36x
BLACK/WHITE - FULL PAGE	\$1,250	\$1,200	\$1,180	\$1,150	\$1,100	\$1,040	\$960	\$880
2/3 PAGE	990	960	940	910	880	810	750	670
1/2 ISLAND	780	740	710	690	660	640	610	580
1/2 PAGE	700	660	640	620	610	580	540	500
1/3 PAGE	500	480	450	440	410	390	380	350
1/4 PAGE	380	360	340	330	310	290	250	240
1/6 PAGE	310	300	290	280	260	240	230	210
COVER* 2	\$1,415	\$1,360	\$1,330					
COVER* 3	1,415	1,360	1,330					
COVER* 4	1,515	1,450	1,420					

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

2/COLOR† \$350

4/COLOR† 650

† Extra, per page or fraction thereof.



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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:

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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