

SUPPLIED ADVERTISING MATERIAL

Electronic Advertising Files:

- Press-ready Adobe PDF files (preferred)
- EPS Files (Note: When saving as EPS file, be sure to include tif images in CMYK and supply a list of fonts that are used within that file. Send EPS files on CD along with original application file with digital proofs — color if applicable.)

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

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 f.spagnoli@ieee.org when the 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.

Maximum Screen: 133 lines

Maximum Tonal Density:

Black & White 85% for areas not intended to print solid.
 Black & 1 Color 160%
 4 Color 300% with only one solid.

Trim Size: 7-7/8" x 10-1/2". The live copy area for bleed is 7" x 10".

Live Material for Bleed Units: For bleed pages, columns, and halves, keep essential matter 3/8" from top, bottom and 1/2" from left and right side of all pages, and at least 5/8" from bleed edge on both pages of facing page spread.

Live material in facing pages should not be closer than 1/8" on each page to center fold. Publisher reserves right to crop 3/16" from either side of full pages and two-column units and 1/4" from either side of one-column units to compensate for variation in trim page size. Engraver's mark must be etched in bearer top and bottom at center of each page for guide in cutting apart.

MAILING INSTRUCTIONS

Send all orders, contracts, proofs, and films to IEEE Spectrum Magazine, Advertising Production Department, 445 Hoes Lane, Piscataway, NJ 08855. Telephone +1 732 562 6334, Fax +1 732 562 1745, e-mail: fs.ieeedmedia@ieee.org.

ISSUANCE AND CLOSING DATES

Published monthly: Issued last week of month preceding issue date.

Closing dates: Space reservations 1st of month preceding date of issue (12 noon Pacific Standard Time). Copy to be set 1st of month preceding date of issue. Complete films or artwork 8th of month preceding date of issue. Cancellations not accepted after closing dates. Cancellations not accepted on cover and preferred position contracts without written notice to publisher 30 days before closing date.

GENERAL INFORMATION

Printing material will be destroyed 12 months after issue date unless otherwise instructed in writing. Inquiries concerning printed reproduction should be submitted within 3 weeks of issue date.

Production Charge: There will be a minimum charge of \$50.00 non-commissionable for any changes to any ad.

CONTRACT AND COPY REGULATIONS

For Contract and Copy Regulations, please visit our Web site for the complete 2008 Mechanical Specifications <http://www.spectrum.ieee.org/specs>.

COMMISSION

15% of gross billing allowed to recognized agencies on space, color, and position, provided account is paid within 30 days from invoice date.

FREQUENCY RATES

Frequency rates are based on number of units within a 12-month contract year. Two-page spreads count as two units. Space run in any advertising edition counts toward frequency. All positions are R.O.P. or Publisher's Choice.

Unit Sizes Available:

Inches	Non-Bleed	Bleed
1 Page	7"x10"	8-1/8" x 10-3/4"
2 Facing Pages	15-1/8" x 10" (Gutter Bleed)	16-1/4" x 10-3/4"
2/3 Page, Vertical	4-9/16" x 10"	5-5/16" x 10-3/4"
1/2 Page, Island	4-9/16" x 7-3/8"	5-5/16" x 8"
1/2 Page, Vertical	3-1/4" x 10"	4-1/16" x 10-3/4"
1/2 Page, Horizontal	7" x 4-3/4"	8-1/8" x 5-1/4"
1/3 Page, Vertical	2-3/16" x 10"	3-1/16" x 10-3/4"
1/3 Page, Square	4-9/16" x 4-3/4"	5-5/16" x 5-1/4"
1/4 Page, Square	3-1/4" x 4-3/4"	—

Unit Sizes in Millimeters

Millimeters	Non-Bleed	Bleed
1 Page	178mm x 254mm	206mm x 273mm
2 Facing Pages	384mm x 254mm (Gutter Bleed)	413mm x 273mm
2/3 Page, Vertical	116mm x 254mm	135mm x 273mm
1/2 Page, Horizontal	178mm x 121mm	206mm x 133mm
1/3 Page, Vertical	56mm x 254mm	81mm x 273mm
1/3 Page, Square	116mm x 121mm	135mm x 133mm
1/4 Page, Square	83mm x 121mm	—

NOTE: millimeters are only used whole