



2009 SELECT MARKET MAGAZINES

IEEE Robotics & Automation

quarterly

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GREENTECH

ROBOTICS

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Celebrating 125 Years
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Circulation 7,200

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- ❑ IEEE Robotics & Automation Society Members \$21.00
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- ❑ Other IEEE Members - \$25.00
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Robotics and automation involves designing intelligent machines and systems that are used in defense, space and underwater exploration, service industries, disaster relief, manufacturing and assembly, medicine including surgery, laboratory automation, agriculture, entertainment and all kinds of mechanical motion devices that can help and support humans or their well-being.

IEEE Robotics & Automation Magazine readers are the people who drive this remarkable technology. More than half work in basic research and many of the others are top level engineers and decision-makers in industry. The articles are written with an emphasis on helping industry professionals understand how new concepts in robotics and automation may be applied to real-world systems.

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2009 Editorial Calendar

In Each Issue: From the Editor's Desk President's Message Society News Education Industry News Research News RA Tutorial Calendar
 EURON Report On the Shelf

Issue	Reservations	Materials	Theme	Bonus Distribution
Mar	28 Jan	2 Feb	<input type="checkbox"/> Software Engineering for Robotics	<input type="checkbox"/> Hannover Messe, 20 - 24 Apr, Hannover, GERMANY <input type="checkbox"/> IEEE ICRA 2009, 13 - 17 May, Kobe, JAPAN
Jun	6 May	11 May	<input type="checkbox"/> Unmanned Aerial Vehicles	<input type="checkbox"/> IEEE CASE, 22 - 25 Aug, Bangalore, INDIA <input type="checkbox"/> SYROCO 2009, 9 - 12 Sep, Gifu, JAPAN
Sep	6 Aug	11 Aug	<input type="checkbox"/> Cognitive Robotics	<input type="checkbox"/> IROS 2009, 10 - 15 Oct, St. Louis, MO
Dec	3 Nov	6 Nov	<input type="checkbox"/> Topics in Robotics & Automation	<input type="checkbox"/> MEMS 2010, 24 - 28 Jan, Hong Kong, CHINA

Editorial calendar is subject to change without notice. See www.ieee.org/ram for updates

2009 Display Advertising Rates

Rate Card #14
Effective January 2009

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	660	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	300	290	280	250	240	220

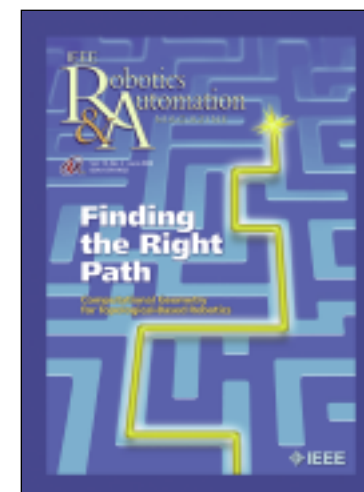
Line classified ads - \$14.00/line, \$140.00 minimum. No discounts.

COVER* 2	\$1,455	\$1,400	\$1,370
COVER* 3	1,455	1,400	1,370
COVER* 4	1,995	1,920	1,880

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

2/COLOR†	\$400
4/COLOR†	690

† Extra, per page or fraction thereof.



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Electronic Advertising Files

Press-ready Adobe PDF files are preferred.

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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.
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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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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