AUDIENCE

IEEE Media Recruitment Services provide the complete employment resources you need to reach the brightest and most qualified candidates for your open positions.

About IEEE Media Recruitment Services

IEEE is the world’s largest professional association for the advancement of technology.

IEEE members are electrical and electronics engineers and allied professionals whose technical interests include computer sciences, software development, information technology, physics, biomedicine and other related disciplines.

These highly-engaged, top innovators and decision-makers explore how technology drives industry and impacts modern society and business — and they rely on IEEE Media Recruitment Services to help them advance their careers.

<table>
<thead>
<tr>
<th>AUDIENCE</th>
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<tbody>
<tr>
<td>Student Members</td>
<td>15.7%</td>
</tr>
<tr>
<td>IEEE Young Professionals</td>
<td>24.1%</td>
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<tr>
<td>Industry</td>
<td>54.2%</td>
</tr>
<tr>
<td>Academia</td>
<td>23.2%</td>
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<tr>
<td>Government</td>
<td>8.5%</td>
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<tr>
<td>Other</td>
<td>14.1%</td>
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</table>

Hiring managers at more than 3,000 leading corporations and organizations use IEEE Media Recruitment Services. They range in fields from embedded systems, wireless software development, military and government research and transportation, as well as leading academic institutions worldwide.

- Aalto University
- Aerotek
- Air Force Institute of Technology
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- Creare, Inc.
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- IMEC
- INRIA
- Institute for Defense Analyses
- Intuit, Inc.
- McMaster University
- Micron Technology
- MIT Lincoln Labs
- Nazarbayev University
- NSA
- Raytheon
- Singapore University of Technology
- Total
- U.S. Army Research Labs
- Xilinx

“IEEE is a wonderful advertising tool to find qualified candidates for SMUD.”

Theresa Alberts
Human Resources Recruitment Analyst at SMUD
Sacramento Municipal Utility District

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Reach the largest audience of highly-qualified engineers & tech professionals.

They’re in their prime leadership years
Average age is 45 years old

They’re highly educated
96% of IEEE Members hold a Bachelor’s Degree or Higher

More than half work for businesses employing
1,000 or more people
32.8% Large company (10,000+ employees)
19.2% Medium-size company (1,000 – 9,999 employees)
25.8% Small company (under 1,000 employees)

IEEE Members Technical Interests
Telecommunications 51%
Energy 50%
Computing 48%
Green Technology 46%
Engineering Education 44%
Consumer Electronics 39%
Smart Grid 37%
Cloud Computing 34%
Life Sciences, Biomedical 32%
Robotics 32%
Aerospace 21%

Primary Address
US 48.7%
Asia/Pacific Rim 24.6%
Europe, Africa, Middle East 18.5%
Canada 4.2%
Latin America 4.0%

“The quality of talent is excellent.”

advertise.ieee.org/contact/recruitment

*2011 IEEE Spectrum Subscriber Study – Signet Research
**June 2015 IEEE Membership Data
***November 2011 IEEE Member Demographics
ADVERTISING OPPORTUNITIES
Find the most qualified candidates for your company’s future.

Make the most of your recruitment budget with any of the following:

Print
The first choice for your branding ad and individual job announcements.

Online Job Postings
Post your open position on the IEEE Job Site and reach the top engineers and tech professionals worldwide.

Banners and Page Peels
Advertising on the IEEE Job Site delivers a half million impressions per month, and adds high impact to your print and direct marketing program.

The IEEE Job Site Career Alert
Delivers a free biweekly e-mail report on jobs, education, management and the engineering workplace. Place a sponsor message here to reach passive job seekers.

Employer Branding Webinars
The best way to interactively communicate the key benefits of working for your company and inform job seekers of the job opportunities within your organization.

Virtual Career Fairs
Enables you to find highly-qualified candidates while lowering your cost-per-hire. Your sponsorship also allows you to host a Careers Webinar and speak with job seekers via Live Online Chat.

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Offers annual subscribers access to the IEEE-USA Salary Calculator and Salary & Benefits Survey eReports for accurately benchmarking technical professionals’ compensation individually or organization-wide.

The IEEE Media recruitment package is unbeatable in reach, value and flexibility.

advertise.ieee.org/contact/recruitment
81% of subscribers agree that IEEE Spectrum content is superior relative to other scientific-related publications in the field.*

Print Opportunities
 Reach the world’s top engineers in every sector — from communications to defense, from computers to transportation.

Brand your company or institution monthly in IEEE Spectrum and target your next recruit. This award-winning editorial is a direct line to leaders shaping technology and business. Major companies regularly place recruitment display ads seeking the best IT, high technology and engineering talent.

Engineering and Computer Science departments of many worldwide academic institutions choose IEEE members to enhance their faculty and research lab staff because they are the most qualified and sought after candidates.

New Career Guide
 Place your recruitment or branding ad in the April 2016 digital issue of the IEEE Spectrum New Career Guide, and you’re guaranteed to reach qualified students and graduate students entering today’s global engineering job market.

IEEE Tech Societies Magazines
 advertise.ieee.org/product/print
 Focus your recruitment message to an unparalleled technology-savvy audience of engineers and top executives in any of 26 vertical publications precisely targeted to members of a specific Technical Society.

“We have access to candidates with the right qualifications and background.”
THE IEEE JOB SITE
Named Top 100 Web Site in WEDDLE’s Guide to Employment Sites and winner of WEDDLE’s User’s Choice Award.

Profile of Registered Job Seekers
75.2% Employed
76.6% Hold advanced degrees
53.6% Passive job seekers
Average age 46 years old
Average salary $86,000

The IEEE Job Site — the official IEEE Web site for engineering and technology jobs — connects you with the world’s largest technical talent pool. Register an account and you can begin posting positions within minutes!

Job Function for Registered Job Seekers
Electrical Engineer 26.6%
R&D/Scientist/Engineer 23.2%
Computer Engineer/Scientist 13.5%
Software Engineer 10.5%
IT Professional 5.2%
Design Engineer 4.9%
Telecommunications Engineer 3.4%
Test Engineer 3.0%

The IEEE Job Site
• Provides employers with more qualified candidates than CareerBuilder, Dice and Monster.com;*
• Serves more than the membership of IEEE and its associated Technical Societies;
• Delivers your postings instantly to registered IEEE members;
• Pre-qualifies candidates electronically within minutes;
• Provides resumes matched to your needs quickly and cost-effectively.

For more information, call +1 212 705 8939 or e-mail employerjobsite@ieee.org.

*2012 IEEE Job Site User Survey
**Adicio, January – June 2015 Stats
***Google Analytics, June 2014 – May 2015

advertise.ieee.org/contact/recruitment
Reach job candidates more effectively with these features on the IEEE Job Site!

Featured Jobs
Give your job posting more exposure by placing it in the Featured Jobs area on the IEEE Job Site home page. Featured Jobs also appear on IEEE Facebook Pages and myIEEE — the IEEE member’s personalized Web page — exposing your job post to passive job seekers.

Spotlight Jobs
Put your job in the spotlight for an overwhelming response from job seekers. Spotlight Jobs generate high click-through rates because they are strategically placed at the top of the Job Search Results page.

Job Clips
Our dedicated video professionals will create a dynamic Web video based on your job posting to bring candidates directly into your work environment.

Employer Profiles
Communicate key benefits and gain greater visibility and exposure with a customized, quality Web video about your company.

Banners
Advertising on the IEEE Job Site links to your hiring needs, policies and employee advantages. Select your choice of four cost-effective positions on the IEEE Job Site or run a banner ad on the IEEE Job Site Mobile Platform.

Page Peel
Placing an exclusive sponsored page peel ad will produce more click-throughs and sales because these non-distracting ads waving on the upper right edge of the IEEE Job Site play on our user’s curiosity.

Social Media Optimization Plus
Extend the reach of your job postings with SMO+ and your job will automatically be distributed to hundreds of social media sites and channels.

Partner and Niche Networks
Connect with IT and engineering professionals by distributing your job post to the CareerCast IT & Engineering Network. Or get greater exposure to a diverse audience and qualified disabled jobs seekers with the OFFCP/EEOC Network.

IEEE Job Site Mobile Mini Site
Connect your recruitment efforts with our mobile technology by sponsoring a self-contained, exclusively branded mobile site which builds on the data you’ve posted on the IEEE Job Site.

Organizations like these use the IEEE Job Site to find senior-level managers, top engineers and technology experts in every sector of industry.

- ASML
- BAE Systems
- BP
- CERN
- GE India Technology Center
- General Electric
- IBM
- IMEC
- Intel
- Lockheed Martin
- Microsoft
- Motorola
- North American Electric Reliability Corp.
- Northrop Grumman
- NSA
- Philips Electronics
- Raytheon
- Randstad Technologies
- Schweitzer Engineering Laboratories
- Total

“I posted our opening on the IEEE Job Site and received nicely qualified candidates within a few days!”

Human Resources Manager, AIRMAR Technology Corporation
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<th>MONTH</th>
<th>CLOSING</th>
<th>MATERIALS</th>
<th>RECruitment Features</th>
<th>Editorial Features</th>
<th>2016 BONUS DISTRIBUTION</th>
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| JAN   | 1 DEC   | 8 DEC     | Career Profile       | Annual Technology Prediction/Analysis Issue | Consumer: CES, Las Vegas, NV  
|       |         |           |                      |                   | Telecommunications: IEEE CCNC, Las Vegas, NV |
| FEB   | 30 DEC  | 6 JAN     | Startup Profile      | Telecommunications: Keck’s Law of Fiber Bandwidth  
|       |         |           |                      | Energy: Metal-Air Batteries  
|       |         |           |                      | Telecommunications: Wireless Interconnects  
|       |         |           |                      | Transportation: Driverless Car Law  
|       |         |           |                      | Semicconductors: IEEE Solid State Circuits, San Francisco, CA  
|       |         |           |                      | Telecommunications: Mobile World Congress, Barcelona, Spain |
| MAR   | 1 FEB   | 8 FEB     | Careers in Analog Engineering | Computing: Supercomputers Resiliency to Errors  
|       |         |           |                      | Computing: The Superconducting Supercomputer  
|       |         |           |                      | Energy: Fukushima Muon Imaging  
|       |         |           |                      | Semicconductors: MEMS & Sports  
|       |         |           |                      | Telecommunications: Optical Fiber Communications Conference, Anaheim, CA  
|       |         |           |                      | Telecommunications: NWE, Las Vegas, NV  
|       |         |           |                      | Telecommunications: IEEE WCNC, Doha, Qatar  
|       |         |           |                      | Telecommunications: ICASSP, Shanghai, China |
| APR   | 1 MAR   | 8 MAR     | Special Supplement: IEEE Spectrum New Career Guide  
|       |         |           | Career Profile       | Transportation: Top Ten Tech Cars  
|       |         |           |                      | Transportation: London’s Cross-Rail Project  
|       |         |           |                      | Transportation: Flexible Wing  
|       |         |           |                      | Computing: 25th Anniversary of Linux  
|       |         |           |                      | Telecommunications: Kill TV  
|       |         |           |                      | Telecommunications: NAB, Las Vegas, NV  
|       |         |           |                      | Telecommunications: INFOCOM, San Francisco, CA  
|       |         |           |                      | SHRM Talent Management Conference & Exposition, Orlando, FL |
| MAY   | 1 APR   | 8 APR     | Engineers with Disabilities | Security: E-Mail Phishing  
|       |         |           |                      | Computing: All In Surveillance  
|       |         |           |                      | Telecommunications: Twisted EM Radiation to Boost Data Rates  
|       |         |           |                      | Geek Life: Profile — IEEE Medal of Honor Winner  
|       |         |           |                      | Computing/Telecommunications/Semiconductors: IEEE RFID 2016, Orlando, FL  
|       |         |           |                      | Semiconductors/Computer: Multicore Developers Conference, TBD  
|       |         |           |                      | Telecommunications: MTT, San Francisco, CA  
|       |         |           |                      | Telecommunications: IEEE ICC, Kuala Lumpur, Malaysia |
| JUN   | 2 MAY   | 9 MAY     | Startup Profile      | Special Report: Robot Morality  
|       |         |           |                      | Telecommunications: The Future of Internet Routing  
|       |         |           |                      | Advanced Tech: An Improved Electric Motor  
|       |         |           |                      | Biomedical: Haptic Prosthetics  
|       |         |           |                      | Semicconductors: The Birth of the Microprocessor  
|       |         |           |                      | Computing/Semiconductors: Design Automation Conference, Austin, TX  
|       |         |           |                      | Automotive NACE Expo & Conference, Chicago, IL  
|       |         |           |                      | Telecommunications: IEEE Antennas and Propagation, San Juan, Puerto Rico  
|       |         |           |                      | Computing: International SuperComputing Conference, Frankfurt, Germany  
| JUL   | 1 JUN   | 8 JUN     | Where the Jobs Are: 2016 | Biomedical: Nanowires for Neural Implants  
|       |         |           |                      | Semicconductors: Monolitic Chips  
|       |         |           |                      | Computing: Privacy of Public Data  
|       |         |           |                      | Telecommunications: Rural Broadband in Africa  
|       |         |           |                      | Semicconductors: SEMICON WEST, San Francisco, CA  
|       |         |           |                      | Energy: IEEE Power & Energy Society Meeting, Boston, MA |
| AUG   | 1 JUL   | 8 JUL     | Career Profile       | Telecommunications: GPS Spoofing  
|       |         |           |                      | Semicconductors: Germanium’s Return to Semicconductors  
|       |         |           |                      | Semicconductors: History of Traffic Signals  
|       |         |           |                      | Telecommunications: Pcell  
|       |         |           |                      | Energy: EMC, Ontario, Canada  
|       |         |           |                      | Computing/Consumer: Flash Memory Summit, Santa Clara, CA |
| SEP   | 1 AUG   | 8 AUG     | Special Ad Section: University Spotlight | University Spotlight  
|       |         |           | Startup Profile       | Biomedical: Robert Woo: Exoskeleton Test Pilot  
|       |         |           |                      | Aerospace: Jack Kilby's Excellent Solar Adventure  
|       |         |           |                      | Telecommunications: IEEE PIMRC, Valencia, Spain  
|       |         |           |                      | Telecommunications: CTIA Wireless, Las Vegas, NV  
|       |         |           |                      | Computing: COMSOL Conference, TBD |
| OCT   | 1 SEP   | 8 SEP     | Special Ad Section: Great Places to Work | Biomedical: Transcranial Brain Enhancement  
|       |         |           | Career Profile        | Green Tech: Replacing the Transformer  
|       |         |           |                      | Consumer Electronics: The Printable Smartphone  
|       |         |           |                      | Telecommunications: Futurecom, Sao Paulo, Brazil  
|       |         |           |                      | Computing: COMSOL Conference, Boston, MA  
|       |         |           |                      | Telecommunications: IEEE MILCOM, TBD  
|       |         |           |                      | Telecommunications: Futurecom, Sao Paulo, Brazil  
| NOV   | 30 SEP  | 6 OCT     | Special Ad Section: Cybersecurity Spotlight  
|       |         |           | Volunteering for Engineers | Biomedical: Quantum Dots in Health Care  
|       |         |           |                      | Energy: Solar DC Homes in India  
|       |         |           |                      | Green Tech: Automotive Fuel Cells  
|       |         |           |                      | Computing: Supercomputing, TBD, UT  
|       |         |           |                      | Computing: electronica, Munich, Germany  
|       |         |           |                      | Telecommunications: IEEE GLOBECOM, Kansas City, MO |
| DEC   | 1 NOV   | 8 NOV     | Energy: Atlantic Offshore DC Grid  
|       |         |           | Semicconductors: X-ray Free Electron Lasers  
|       |         |           |                      | Computing: Mario Tchau & Olivetti’s Computer  
|       |         |           |                      | Telecommunications: IEEE GLOBECOM, Kansas City, MO |

For current information on an upcoming issue, please visit spectrum.ieee.org/editpreview.
2016 RECRUITMENT RATES

NORTH AMERICAN RECRUITMENT PACKAGES  |  214,492' CIRCULATION  |  B&W RATES

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WORLDWIDE PACKAGES  |  394,540' CIRCULATION  |  B&W RATES

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COLOR RATES

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PACKAGE RATES INCLUDE

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INTERNATIONAL PACKAGES  | 185,241' CIRCULATION  | B&W RATES

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advertise.ieee.org/contact/recruitment
# 2016 IEEE JOB SITE RATES
Cost-effective ways to reach qualified candidates

## 2016 ANNUAL JOB POSTING PACKAGE RATES

<table>
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<tr>
<th>Level</th>
<th>Job Postings</th>
<th>Featured Job Posts</th>
<th>Spotlight Job Posts</th>
<th>Social Media Optimization+</th>
<th>CareerCast IT &amp; Engineering Network</th>
<th>CareerCast OFFCP/EEOC Network</th>
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## A LA CARTE PRICING

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<th>30-Day Single Spotlight Job Post</th>
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## RESUME DATABASE

<table>
<thead>
<tr>
<th>Level</th>
<th>(Job Posts)</th>
<th>ANNUAL FEE</th>
<th>+ PACKAGE</th>
<th>FULL COST</th>
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<tbody>
<tr>
<td>1</td>
<td>(4 Job Posts)</td>
<td>$2,645</td>
<td>$855</td>
<td>$3,500</td>
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<td>2</td>
<td>(10 Job Posts)</td>
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<td>1,905</td>
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<td>3</td>
<td>(25 Job Posts)</td>
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<td>4,290</td>
<td>6,630</td>
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<td>4</td>
<td>(30 Job Posts)</td>
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<td>4,740</td>
<td>6,945</td>
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<td>5 and above</td>
<td>1,905</td>
<td>See above</td>
<td>TBD</td>
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* Please note, the Resume Database annual subscription can only be purchased in conjunction with a job posting contract. All prices are for one year. Additional users cost $600 per user annually.

## BANNER ADVERTISING OPTIONS

<table>
<thead>
<tr>
<th>Position</th>
<th>Size</th>
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<tbody>
<tr>
<td>Leaderboard</td>
<td>728 x 90</td>
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<tr>
<td>Medium Rectangle</td>
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<tr>
<td>Button</td>
<td>120 x 90</td>
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<tr>
<td>Expandable Banner</td>
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<td>$1,995</td>
</tr>
<tr>
<td>Page Peel</td>
<td>800 x 600</td>
<td>$2,500</td>
</tr>
</tbody>
</table>

For complete formatting and mechanical specs, please visit our web site at www.ieee.org/jobs/advertise

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For more information, call +1 212 705 8939 or e-mail employerjobsite@ieee.org.

advertise.ieee.org/contact/recruitment

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Recruitment Online Video Options

**Employer Video Profile:**

$2,295 per year with 1 edit/review

Additional edits/reviews = $125 per edit/review

**Job Clips Video Packages:**

$125 per video with a minimum purchase of a Level 1 Job Post Package

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IEEE Job Site Career Alert
circ: 275,000

**Leaderboard**

Dimensions: 668 x 60
Cost: $5,000

**Bottom Banner**

Dimensions: 120 x 90
Cost: $2,500

**Skyscraper Ad**

Dimensions: 120 x 600
Cost: $5,000

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For sponsorship rates for Employer Branding Webinars, Virtual Career Fairs or the IEEE Job Site Mobile Platform, contact your local sales representative.
2016 IEEE MEDIA RECRUITMENT SERVICES
MECHANICAL SPECIFICATIONS

The classified advertisements of interest to IEEE members have been placed by educational, governmental, and industrial organizations. The IEEE encourages employers to offer salaries that are competitive, but occasionally a salary may be offered that is significantly below currently accepted levels. In such cases the reader may wish to inquire of the advertiser whether extenuating circumstances may apply. IEEE Spectrum may reject any advertisement that contains any of these phrases: “Recent college grads,” “1 to 4 years maximum experience,” “Up to 5 years experience,” or “10 years maximum experience.” Further, IEEE reserves the right to amend any such advertisement without specific notice to the advertiser in order to conform to the Age Discrimination in Employment Act.


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.

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: 7.875" x 10.5". The live copy area for bleed is 7" x 10".

Live Material for Bleed Units:
For bleed pages, columns, and halves, keep essential matter .375" from top and bottom and .5" from left and right side of all pages, and at least .625" from bleed edge on both pages of facing page spread. Live material in facing pages should not be closer than .125" on each page to center fold. Publisher reserves right to crop .1875" from either side of full pages and two-column units and .25" 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 08854.
Telephone +1 732 562 6334
Fax +1 732 562 1745
E-mail: fs.ieeeam@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

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

<table>
<thead>
<tr>
<th>INCHES</th>
<th>NON-BLEED</th>
<th>BLEED</th>
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</thead>
<tbody>
<tr>
<td>1 Page</td>
<td>7&quot; x 10&quot;</td>
<td>8.125&quot; x 10.75&quot;</td>
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<tr>
<td>2 Facing Pages</td>
<td>15.125&quot; x 10&quot; (Gutter Bleed)</td>
<td>16.25&quot; x 10.75&quot;</td>
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<tr>
<td>½ Page Vertical</td>
<td>4.5625&quot; x 10&quot;</td>
<td>5.3125&quot; x 10.75&quot;</td>
</tr>
<tr>
<td>½ Page Island</td>
<td>4.5625&quot; x 7.375&quot;</td>
<td>5.3125&quot; x 8&quot;</td>
</tr>
<tr>
<td>½ Page Vertical</td>
<td>3.25&quot; x 10&quot;</td>
<td>4.0625&quot; x 10.75&quot;</td>
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<tr>
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<tr>
<td>½ Page Vertical</td>
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<tr>
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<tr>
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<td>116mm x 254mm</td>
<td>135mm x 273mm</td>
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<td>½ Page Island</td>
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<td>206mm x 133mm</td>
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<tr>
<td>½ Page Vertical</td>
<td>56mm x 254mm</td>
<td>81mm x 273mm</td>
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<td>½ Page Square</td>
<td>116mm x 121mm</td>
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<td>83mm x 121mm</td>
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<tr>
<td>½ Page Vertical</td>
<td>56mm x 60mm</td>
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</tbody>
</table>

NOTE: millimeters are only used whole.
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