

2009 SELECT MARKET MAGAZINES

IEEE Control Systems

bimonthly

www.ieee.org/ieeemedia



BIOMEDICAL

ENERGY

GREENTECH

ROBOTICS

SPACE

TELECOMMUNICATIONS

TRANSPORTATION



Circulation 9,028

Annual Subscription Cost

- ❑ **IEEE CS Society Member \$20.00**
Included with membership dues
- ❑ **Other IEEE Member \$47.00**
- ❑ **Individual Non-Member \$375.00**

Key Products

- ❑ **Amplifiers and Power Supplies**
- ❑ **Data Acquisition Systems**
- ❑ **Embedded Processors and Software**
- ❑ **Motors and Encoders both Linear and Rotary**
- ❑ **Programmable Logic Control (PLC) Systems**
- ❑ **Robotic Systems**
- ❑ **Signal Conditioners and Filters**
- ❑ **Software for System Analysis and Simulation**
- ❑ **Software Development Tools**
- ❑ **Control Systems Engineering Reference and Textbooks**
- ❑ **Control Systems Engineering Conferences and Courses**

Control systems are a key technology in the manufacturing, automation, materials processing, automotive, and aerospace sectors. These systems use sensors to measure temperature, pressure, gap, acceleration and other variables as well as actuators such as motors and valves in electromechanical and process control applications. Associated electronics include power supplies, amplifiers, signal conditioners, data acquisition systems, and embedded processors. End applications include automotive systems, chemical processing plants, factory automation, spacecraft, and aircraft.

IEEE Control Systems Magazine readers are engineers and researchers involved in the design, development, and implementation of control systems. Industrial readers select and integrate control system components while designers develop and apply new technologies and algorithms for improving system performance.

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 President's Message About This Issue New Products Feedback Conference Calendar Lighter Side People in Control
 Applications of Control 25 Years Ago

Issue	Reservations	Materials	Features	Bonus Distribution
Feb	2 Dec 2008	5 Dec 2008	<input type="checkbox"/> Systems with Hysteresis	
Apr	3 Feb	6 Feb	<input type="checkbox"/> Chemical Kinetics	<input type="checkbox"/> Embedded Systems, 30 March - 3 Apr, San Jose, CA
Jun	6 Apr	9 Apr	<input type="checkbox"/> Hybrid Systems	<input type="checkbox"/> SENSORS EXPO, 8-10 Jun, Rosemont, IL <input type="checkbox"/> ACC 2009, 10 - 12 Jun, St. Louis, MO <input type="checkbox"/> MSC/CCA 8 - 10 Jul, St. Petersburg, RUSSIA
Aug	5 Jun	10 Jun	<input type="checkbox"/> Modeling Mechanical Systems	
Oct	7 Aug	12 Aug	<input type="checkbox"/> Multidimensional Systems	
Dec	6 Oct	9 Oct	<input type="checkbox"/> Automobile Safety	<input type="checkbox"/> CDC 2009, 15 - 19 Dec, Shanghai, CHINA

Editorial calendar is subject to change without notice.

2009 Display Advertising Rates

Rate Card #21
Effective January 2009

Size/Frequency	1x	3x	6x	9x	12x	18x	24x	36x
BLACK/WHITE - FULL PAGE	\$2,795	\$2,680	\$2,630	\$2,570	\$2,460	\$2,320	\$2,150	\$1,960
2/3 PAGE	2,210	2,150	2,100	2,040	1,960	1,820	1,680	1,500
1/2 PAGE ISLAND	1,730	1,650	1,590	1,540	1,480	1,430	1,370	1,290
1/2 PAGE	1,570	1,480	1,440	1,430	1,370	1,290	1,200	1,120
1/3 PAGE	1,120	1,060	1,010	980	920	870	840	780
1/4 PAGE	840	800	750	730	700	640	560	530
1/6 PAGE	700	670	660	610	590	530	500	480
COVER* 2	\$3,235	\$3,110	\$3,040					
COVER* 3	3,235	3,110	3,040					
COVER* 4	3,270	3,140	3,070					

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

2 COLOR† \$510

4 COLOR† 835

† 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