



2009 SELECT MARKET MAGAZINES

IEEE Potentials

bimonthly

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ENERGY

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ROBOTICS

SEMICONDUCTOR

SPACE

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Celebrating 125 Years
of Engineering the Future

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IEEE potentials

IEEE is the world's largest technical professional society, connecting students and professional members to the latest information and the best technical resources available. There are more than 1,500 student branches around the world – along with 300 local Sections and 1,400 technical chapters. Student members are automatically a member of the IEEE Student Branch established at their university or college and a member of their local IEEE Section. Members of IEEE lead the world to new technical developments, formulate internationally recognized standards, and help shape the global community.

IEEE Potentials is the magazine for innovative undergraduate and graduate students and young professionals. The magazine explores career strategies, the latest in research and important technical developments. **IEEE Potentials** relates theories to practical applications and highlights technology's global impact. **IEEE Potentials'** mission is to disseminate state-of-the-art technology and professional development content.

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Circulation 44,838

Annual Subscription Cost

- ❑ Students - U.S. \$30.00
- ❑ Students - Canada \$31.50
Included with membership dues
- ❑ Students - All other \$25.00
- ❑ Subscription - \$5.00
Subscription additional to dues
- ❑ Other IEEE Members - \$15.00
- ❑ Individual Non-Member \$40.00

Key Products

- ❑ Computer Hardware
- ❑ Computer and Engineering Software
- ❑ Computer and Engineering Reference and Textbooks
- ❑ Computer and Engineering Conferences and Courses



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2009 Editorial Calendar

Departments: Editor's Message The Way Ahead Essay Conference Low-down Gamesman

Issue	Reservations	Materials	Features	Bonus Distribution
Jan/Feb	4 Dec 2008	9 Dec 2008	<input type="checkbox"/> Technology Innovations	<input type="checkbox"/> MTT RWS, 16 - 23 Jan, San Diego, CA <input type="checkbox"/> ISSCC, 8 - 10 Feb, San Francisco, CA <input type="checkbox"/> APEC, 15 - 19 Feb, Washington, DC <input type="checkbox"/> OFC, 22 - 25 Mar, San Diego, CA
Mar/Apr	13 Feb	19 Feb	<input type="checkbox"/> Technology Innovations	<input type="checkbox"/> Sarnoff Symposium, 30 Mar -1 Apr, Princeton, NJ <input type="checkbox"/> Embedded Systems, 30 Mar - 3 Apr, San Jose, CA <input type="checkbox"/> ICASSP, 19 - 24 Apr, Taipei, TAIWAN
May/Jun	1 Apr	6 Apr	<input type="checkbox"/> Careers - On the Job	<input type="checkbox"/> CLEO/QELS, 2 - 4 Jun, Baltimore, MD <input type="checkbox"/> MTT IMS, 7 - 12 Jun, Boston, MA <input type="checkbox"/> ACC, 10 - 12 Jun, St. Louis, MO <input type="checkbox"/> PES, 26 - 30 Jul, Calgary, AB, CANADA <input type="checkbox"/> DAC, 27 - 31 Jul, San Francisco, CA
Jul/Aug	25 Jun	30 Jun	<input type="checkbox"/> Graduate Education	<input type="checkbox"/> EMC, 17 - 21 Aug, Austin, TX <input type="checkbox"/> EMBS, 3 - 6 Sep, Minneapolis, MN
Sep/Oct	7 Aug	12 Aug	<input type="checkbox"/> Technology Innovations	<input type="checkbox"/> IAS, 4 - 8 Oct, Houston, TX <input type="checkbox"/> LEOS, 4 - 9 Oct, Antalya, TURKEY
Nov/Dec	1 Oct	6 Oct	<input type="checkbox"/> Technology Innovations	<input type="checkbox"/> CDC, 15 - 19 Dec, Shanghai, CHINA

Editorial calendar is subject to change without notice.

2009 Display Advertising Rates

Rate Card #12
Effective January 2009

Size/Frequency	1x	3x	6x	9x	12x	18x	24x	36x
BLACK/WHITE - FULL PAGE	\$3,750	\$3,600	\$3,530	\$3,450	\$3,300	\$3,110	\$2,890	\$2,630
2/3 PAGE	2,960	2,890	2,810	2,740	2,630	2,440	2,250	2,010
1/2 ISLAND	2,330	2,210	2,140	2,060	1,990	1,910	1,840	1,730
1/2 PAGE	2,100	1,990	1,930	1,910	1,840	1,730	1,610	1,500
1/3 PAGE	1,500	1,430	1,350	1,310	1,240	1,160	1,130	1,050
1/4 PAGE	1,130	1,070	1,010	980	940	860	750	710
1/6 PAGE	940	900	880	830	790	710	680	640
COVER* 2	\$4,385	\$4,210	\$4,120					
COVER* 3	4,385	4,210	4,120					
COVER* 4	4,540	4,360	4,270					

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

2/COLOR† \$415

4/COLOR† 830

† Extra, per page or fraction thereof.



IEEE
MEDIA

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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