2013 Media Kit

Innovators in Technical Computing

IEEE Computer Graphics and Applications is indispensable reading for people working at the leading edge of computer graphics technology and its applications. Published six times a year, it offers articles on research and development and the commercial development of technology. CG&A focuses on topics from virtual reality to multimedia analytics, with peer-reviewed content from the computing graphics field's most highly regarded professionals.

Circulation 1,993
www.computer.org/cga

Audience

- Over 73% of subscribers hold a master's degree or higher

- 49% of subscribers are in management

- 84% are involved with the purchase or recommendation of software for their companies/organizations

2013 Editorial Calendar

MONTH	RESERVATION	MATERIAL	FEATURES
Jan/Feb	03 Dec 2012	10 Dec 2012	3D Web
Mar/Apr	01 February	08 February	Large Displays in Urban Life
May/June	01 April	08 April	Scattering: Acquisition, Modeling, and Rendering
July/Aug	03 June	10 June	Bid Data Visualization
Sept/Oct	01 August	08 August	TBD
Nov/Dec	01 October	08 October	3D Printing

Size/Frequency	1x	3x	6x	9x	12x	18x	24x
Black/White Full Page	$1,130	$1,080	$1,060	$1,040	$1,020	$990	$950
2/3 Page	930	910	890	860	840	810	770
1/2 Page Island	820	810	790	770	750	680	660
1/2 Page	790	760	750	720	690	670	630
1/3 Page	640	630	610	590	570	540	510
1/4 Page	500	490	480	470	460	450	440
1/6 Page	370	360	350	340	330	320	310
1/9 Page	270	250	240	235	230	220	210
Two-color rates	Standard 4A: Add $450			Match: Add $600			
Four-color rates	Add $700						
Classified	$110 per column inch ($200 minimum)						

Mechanical Requirements*

SPECIFICATIONS	WIDTH	HEIGHT
Full Page, Bleed†	8.125	11
Full Page, Trim†	7.875	10.75
2/3 Page	4.5	9
1/2 Page, Horizontal	6.8	4.5
1/2 Page, Island	4.5	7.375
1/2 Page, Vertical	3.25	9
1/3 Page, Vertical	2.25	9
1/3 Page, Square	4.5	4.5
1/4 Page	3.4	4.5
1/6 Page	2.25	4.5
1/9 Page	2.25	2.25

*Ad sizes in inches
†Live matter must fill within a 7 in. x 10 in. area.

Electronic Advertising Files

PDF: All elements must be set up in CMYK to ensure proper color separation. In Adobe Distiller, settings should have all the fonts embedded and the resolution at 300.

INDESIGN: Use "Package" from the file menu. Supply all the elements that went into creating the files—fonts (both screen and printer), art files (.eps), and the high-resolution images. No True Type fonts. Color images should be saved as CMYK, not RGB or Lab color spaces. B&W should be saved as grayscale, not RGB.

RASTER FILES SAVED AS .TIF OR .EPS: Raster files can be saved from any of the image-editing software programs. Fonts should be embedded or outlined. Color images should be saved as CMYK, not RGB or LAB color spaces. B&W should be saved as grayscale, not RGB.

Email ad files to manderson@computer.org or, alternatively, the files (MUST be compressed) can be placed on our FTP site using the following instructions:

ftp://ieeecs:benefit@ftp.computer.org/advert/incoming
Username: ieeecs   Password: benefit

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