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IEEE Internet Computing

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2013 Media Kit

Innovators in Technical Computing

IEEE Internet Computing published bimonthly, is written for the designer and developer of Internet-based applications and technologies. The magazine presents cutting-edge content from academic and industry experts on a wide range of topics, including applications, architectures, information management, middleware, policies, security, and standards.

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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	03 Dec 2012	Sustainable Internet
Mar/Apr	01 February	08 February	Virtualization
May/June	01 April	08 April	Internet Censorship and Control
July/August	03 June	03 June	DevOps at Scale
Sept/Oct	01 August	08 August	Dynamic Collective Work
Nov/Dec	01 October	08 October	Small Cities

2013 Print Rates

Size/Frequency	1x	3x	6x	9x	12x	18x	24x
Black/White Full Page	$1,360	$1,310	$1,280	$1,250	$1,220	$1,200	$1,140
2/3 Page	1,120	1,090	1,070	1,040	1,010	980	920
1/2 Page Island	990	980	950	920	900	820	790
1/2 Page	950	920	900	870	830	810	750
1/3 Page	780	770	730	710	690	650	610
1/4 Page	610	590	580	570	560	540	520
1/6 Page	450	440	420	410	390	380	370
1/9 Page	320	310	290	285	280	270	250
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:

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