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2013 Media Kit

Innovators in Technical Computing

IEEE Intelligent Systems peer reviewed, cutting-edge articles cover the theory and application of systems that perceive, reason, learn, and act intelligently. It serves many different professionals in a broad range of fields.

Circulation 1,989
www.computer.org/intelligent

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	02 January	09 January	Knowledge Systems for Coalition Operations
Mar/Apr	01 March	08 March	Concept-Level Opinion and Sentiment Analysis
May/June	01 May	08 May	Transfer Learning in Web and Social-Network Mining
July/Aug	01 July	08 July	Emergency Response
Sept/Oct	03 September	10 September	TBD
Nov/Dec	01 November	08 November	Web of Things

2013 Print Rates

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.

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