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IEEE

# MultiMedia

IEEE computer society

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## 2013 Media Kit

## Innovators in Technical Computing

*IEEE Multimedia* serves the community of scholars, developers, practitioners and students who are interested in multiple media types, used harmoniously together, for creating new experiences.

Circulation 1,354
www.computer.org/multimedia

## 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/Mar | 02 Jan 2013 | 09 Jan 2013 | 3D Imaging Techniques and Multimedia Applications |
| Apr/June | 01 April | 08 April | TBD |
| July/Sept | 01 July | 08 July | Web-Scale Near-Duplicate Search: Techniques and Applications |
| Oct/Dec | 01 October | 08 October | TBD |

# 2013 Print Rates

| Size/Frequency | 1x | 4x | 8x | 12x | 16x |
|---|---|---|---|---|---|
| Black/White Full Page | $1,130 | $1,080 | $1,060 | $1,020 | $950 |
| 2/3 Page | 930 | 910 | 890 | 840 | 770 |
| 1/2 Page Island | 820 | 810 | 790 | 750 | 660 |
| 1/2 Page | 790 | 760 | 750 | 690 | 630 |
| 1/3 Page | 640 | 630 | 610 | 570 | 510 |
| 1/4 Page | 500 | 490 | 480 | 460 | 440 |
| 1/6 Page | 370 | 360 | 350 | 330 | 310 |
| 1/9 Page | 270 | 250 | 240 | 230 | 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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