

UBM Electronics | ESD Advertising Rates & Specifications 2011

Embedded Systems Design: the authority for embedded designers and technical managers.

Run of Press Rates & Sizes

		1x	3x	6x	12x	18x	24x	36x	48x	60x	72x
Spread	<i>gross</i>	\$15,830	\$15,465	\$15,060	\$14,275	\$13,960	\$13,645	\$13,485	\$13,320	\$13,155	\$13,005
	<i>net</i>	\$13,073	\$13,145	\$12,801	\$12,133	\$11,866	\$11,598	\$11,462	\$11,322	\$11,181	\$11,054
1 Page	<i>gross</i>	\$8,330	\$8,145	\$7,930	\$7,515	\$7,355	\$7,180	\$7,105	\$7,010	\$6,925	\$6,850
	<i>net</i>	\$7,080	\$6,923	\$6,740	\$6,387	\$6,251	\$6,103	\$6,039	\$5,958	\$5,886	\$5,822
1/2 Island	<i>gross</i>	\$5,990	\$5,845	\$5,690	\$5,390	\$5,275	\$5,160	\$5,095	\$5,030	\$4,980	\$4,930
	<i>net</i>	\$5,091	\$4,968	\$4,836	\$4,581	\$4,483	\$4,386	\$4,330	\$4,275	\$4,233	\$4,190
1/2 Page	<i>gross</i>	\$5,245	\$5,115	\$4,990	\$4,720	\$4,615	\$4,510	\$4,465	\$4,405	\$4,350	\$4,305
	<i>net</i>	\$4,458	\$4,347	\$4,241	\$4,012	\$3,922	\$3,833	\$3,795	\$3,744	\$3,697	\$3,659
1/3 Page	<i>gross</i>	\$3,575	\$3,485	\$3,395	\$3,225	\$3,145	\$3,070	\$3,040	\$3,015	\$2,980	\$2,955
	<i>net</i>	\$3,038	2,962	\$2,885	\$2,741	\$2,673	\$2,609	\$2,584	\$2,652	\$2,533	\$2,511
1/4 Page	<i>gross</i>	\$2,815	\$2,745	\$2,665	\$2,535	\$2,480	\$2,410	\$2,395	\$2,370	\$2,335	\$2,305
	<i>net</i>	\$2,392	\$2,333	\$2,265	\$2,154	\$2,080	\$2,048	\$2,035	\$2,014	\$1,984	\$1,959
1/9 Page	<i>gross</i>	\$1,185	\$1,165	\$1,095	\$1,045	\$1,015	\$995	\$990	\$980	\$965	\$955
	<i>net</i>	\$1,007	\$990	\$930	\$888	\$862	\$845	\$841	\$833	\$820	\$811

Combined Frequency Discount: Insertions in Embedded Systems Design may be combined with insertions in EE Times, and *Dr. Dobb's Journal* to earn the best frequency discount within a 12-month contract year. A minimum of 3x in each publication is required.



Bleed: No Charge

Furnished Inserts: Contact your account manager for rates and details.

Cover Premiums*: Inside front cover: \$4,745 inside • back cover: \$3,765 • back cover: \$5,080* includes 4-color process

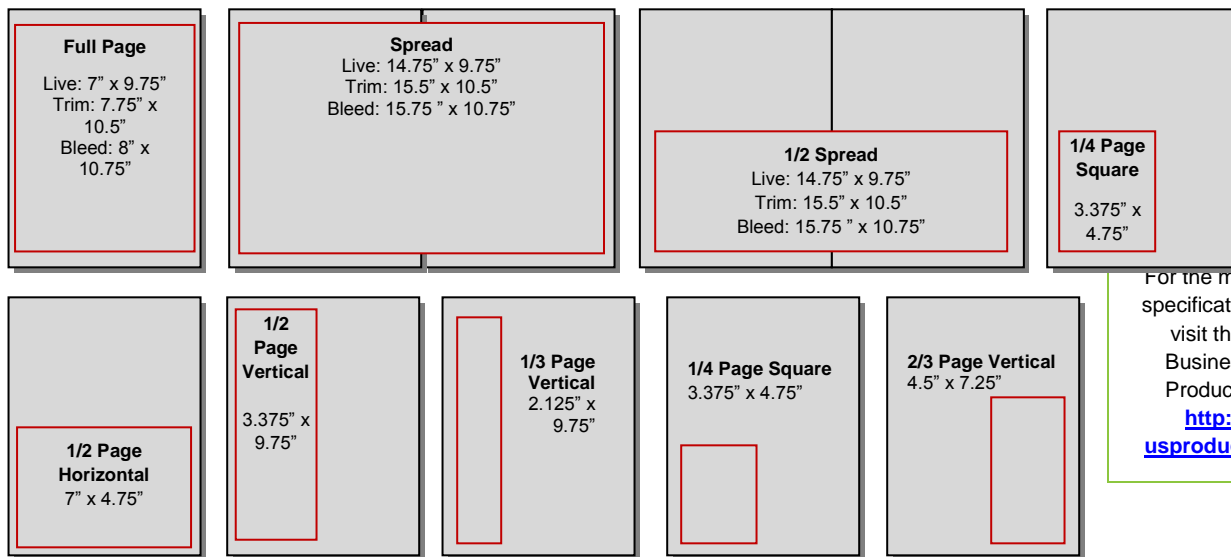
Special Positions: Special placement for far-forward, right, or left-hand specific pages or special section placement may be reserved on a first-come, first-served basis with a 10% premium.

For the most current specifications please visit the
United Business Media Production Site: <http://ubm-usproduction.com>.

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Advertising Units



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Rate Card Provisions

- 1. ALL ORDERS** are subject to acceptance by UBM Electronics, a division of United Business Media LLC (UBM) at its headquarters in Manhasset, New York.
- 2. NO CONDITIONS** other than those set forth in this rate card shall be binding upon UBM unless specifically agreed to by UBM in writing.
- 3. POSITIONING OF ADVERTISEMENTS** is at the sole discretion of UBM except where a specific position has been agreed to by UBM in writing.
- 4. CANCELLATIONS OR CHANGES** in advertising by the advertiser or its agency may not be made after the closing date for the publication or product, unless otherwise agreed upon between the parties in writing. UBM is under no obligation to revise advertising materials not received by the UBM production department by the closing date and such advertisements may not be subject to approval by the advertiser or its agency.
- 5. UBM ASSUMES NO LIABILITY** for any errors or omissions in key numbers appearing in advertisements.
- 6. UBM IS NOT LIABLE** for any delays in the production or delivery of the publication or product due to any conditions beyond UBM's control.
- 7. IN CONSIDERATION OF UBM'S** publishing advertising (or distributing another product) for the advertiser, the advertiser and its agency, agree to indemnify and defend UBM against any and all claims, losses, liabilities, damages and expenses (including attorneys' fees) arising out of UBM's printing, publishing or distributing such advertising (or another product) and/or arising from third parties' access to advertiser's site and use of advertiser's products or services.
- 8. IN NO EVENT SHALL UBM** be liable for any consequential, incidental or special damages nor shall its liability for any act, error or omission, whether or not due to its negligence, exceed the price paid to UBM for the publication or distribution of such materials.
- 9. UBM RESERVES THE RIGHT** to hold the advertiser and its agency jointly and severally liable for all monies that are due and payable to UBM.
- 10. ADVERTISING IN UBM'S** online products and services is subject to the terms of the applicable online insertion order.
- 11. ALL PAYMENTS ARE DUE** within thirty (30) days of the invoice date. Noncommissionable charges, such as production charges, are not subject to an advertising agency commission. Agency commissions are not payable on invoices which are not paid within (90) days of the date of the invoice. The advertiser shall pay a late charge of 1% per month (12% per year) on all invoices not paid within (30) days of the date of such invoices.

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Advertising Specifications

Material Specifications

Digital File Format: PDF/X-1a

www.ubm-usproduction.com

Media: CD, 100mb ZIP

Transmission: ship with Proof

SWOP Proof: Required (<http://www.swop.org>)

File Preparation

Maximum Ink Density: 300%

Bleed: . 125"

Registration Offset: 12 pt.

Page Size: trim size plus 1 inch

Minimum Contone Resolution: 300

Minimum Lineart Resolution: 1200

PDF/X-1A Tools

Distiller Option: DDAP Optimized

Included in UBM PDF Toolkit,

<http://www.cmpproduction.com/tools.html>

Apago PDF/X Checkup: <http://www.apago.com>

Enfocus PitStop or InstantPDF:

<http://www.enfocus.com>

Service Bureau Resources

<http://www.ubm-usproduction.com/resources.html>

Storage

Digital ads will be stored for 13 months and then routinely deleted unless specific written arrangements are made by the advertiser to the contrary.

Production Charges

Changes to ads are subject to additional charges. If an ad is delivered without a proof, we may pull a digital proof and the advertiser will be charged. However, color reproduction cannot be guaranteed.

Media Labeling Requirements

Please include a copy of the insertion order and include:

- Publication Title
- Issue Date
- Agency/Vendor/Advertiser Name
- Production Contact & Phone Number
- File Name/Number and List of Contents For all UBM Electronics specifications, schedules, tutorials and tools, go to: www.ubm-usproduction.com

Color Proofs

In order to ensure that we match the color expectations of our advertisers, we require a contract proof created from a SWOP Certified System. Any other type of proof may not accurately represent the SWOP process or the desired color match. All proofs for color and/or content verification must be generated from the final file and must be 100% in size.

For a list of all SWOP certified digital proofing systems go to: <http://www.swop.org/certification.html#cert>

Production Contacts

For general information, shipping and extensions:

Kim LaSusa, Production Coordinator

Production Department

600 Community Drive

Manhasset, NY 11030

Phone: 516-562-7191 | Fax: 516-562-5951

E-mail: klasusa@ubm-us.com

For inserts contact/production questions:

Donna Ambrosino, Production Manager

Production Department

600 Community Drive

Manhasset, NY 11030

Phone: 516-562-5115 | Fax: 516-562-5951

E-mail: dambrosi@ubm-us.com

For the most current specifications please visit the United Business Media Production Site: <http://ubm-usproduction.com>.