



www.wirelessdesignmag.com

### Effective January 1, 2011

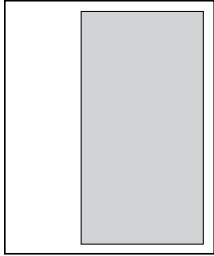
Black and white rates are based on total number of insertions used within any 12-month period. Minimum rate holder – 1/3 page.

**Agency Commission:** 15% of gross billing allowed to recognized agencies on space, color, bleed and position, provided account is paid within 30 days of invoice date. Other charges such as insert handling, special binding or trimming of inserts, reprints or other mechanical charges are non-commissionable.

**Terms:** Net 30 days.

**Special Continuity Program Rates:** Contact the Publisher for special rates on long-term and multi-ad contractual commitments.

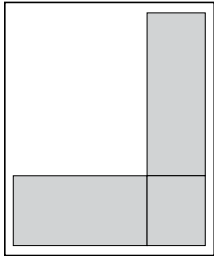
### Junior Page:



Insertions	Rate
1 x	\$5,790
3 x	\$5,340
6 x	\$5,050
12 x	\$4,760
24 x	\$4,520
36 x	\$4,300

Trim: 5 <sup>3</sup>/<sub>4</sub>" x 10 <sup>7</sup>/<sub>8</sub>"  
Live: 5 <sup>1</sup>/<sub>4</sub>" x 10"  
Bleed: 6" x 11 <sup>1</sup>/<sub>8</sub>"

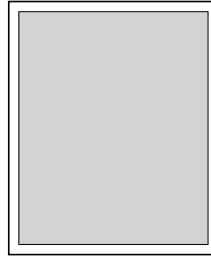
### 1/3 Page:



Insertions	Rate
1 x	\$3,430
3 x	\$3,160
6 x	\$2,990
12 x	\$2,820
24 x	\$2,670
36 x	\$2,540

**Vertical:** 2 <sup>1</sup>/<sub>2</sub>" x 10"  
No Bleed  
**Horizontal:** 8 <sup>1</sup>/<sub>4</sub>" x 3"  
No Bleed

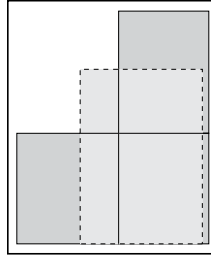
### Full Page:



Insertions	Rate
1 x	\$8,870
3 x	\$8,160
6 x	\$7,710
12 x	\$7,290
24 x	\$6,920
36 x	\$6,570

Trim: 9" x 10 <sup>7</sup>/<sub>8</sub>"  
Live: 8 <sup>1</sup>/<sub>4</sub>" x 10"  
Bleed: 9 <sup>1</sup>/<sub>4</sub>" x 11 <sup>1</sup>/<sub>8</sub>"

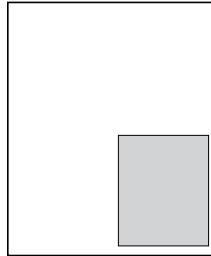
### 1/2 Page:



Insertions	Rate
1 x	\$5,210
3 x	\$4,810
6 x	\$4,540
12 x	\$4,280
24 x	\$4,060
36 x	\$3,870

**Vertical:** Trim: 4 <sup>3</sup>/<sub>8</sub>" x 10 <sup>7</sup>/<sub>8</sub>"  
Live: 3 <sup>7</sup>/<sub>8</sub>" x 10"  
Bleed: 4 <sup>3</sup>/<sub>8</sub>" x 11 <sup>1</sup>/<sub>8</sub>"  
**Horizontal:** Trim: 9" x 5"  
Live: 8 <sup>1</sup>/<sub>4</sub>" x 4 <sup>3</sup>/<sub>4</sub>"  
Bleed: 9 <sup>1</sup>/<sub>4</sub>" x 5 <sup>1</sup>/<sub>4</sub>"  
**Island:** 5 <sup>1</sup>/<sub>4</sub>" x 7 <sup>1</sup>/<sub>2</sub>"

### 1/4 Page:



Insertions	Rate
1 x	\$3,000
3 x	\$2,770
6 x	\$2,600
12 x	\$2,460
24 x	\$2,340
36 x	\$2,210

3 <sup>7</sup>/<sub>8</sub>" x 4 <sup>3</sup>/<sub>4</sub>"  
No Bleed

### Additional Rates

**Back Cover:** 25% premium.

**Covers 2 and 3:** 15% premium.

**Special Positions:** 10% premium.

**Gatefold Ads:** 30% premium.

**Color:** S.W.O.P. standard red, blue, yellow:

Per page or fraction	\$930
Per spread	\$1,570
4-color process, per fraction	\$1,490
4-color process, full page	\$1,630
4-color process, per spread	\$2,900

**Bleed:** No charge.

**Inserts:** Full-run inserts furnished complete by advertiser, regular black & white page rates apply; 4-page inserts – 25% discount. Consult Publisher for rates on inserts of more than 4 pages. Minimum size accepted: One page (back blank) or 1/2 page printed both sides; 20% tip-in charge. No tip-in charge on inserts of 2 or more pages. No inserts accepted over 100-pound text stock. Consult Publisher for sizes, mechanical requirements and quantities.

### Products/Services Marketplace

#### 2011 "Connections" Rates

1x	3x	6x	12x
\$1,210	\$1,030	\$900	\$550

Smallest acceptable size 2 <sup>1</sup>/<sub>2</sub>" x 3".

2-Color: \$230; 4-Color: \$320

#### Classified Rates (Per Column Inch)\*

1x	3x	6x	12x
\$252	\$231	\$210	\$200

\*Prices are net.

#### Bound-In Reply Postcards

3 <sup>1</sup>/<sub>2</sub>" x 5 <sup>3</sup>/<sub>8</sub>" perforated, four/page. Live material must be kept at least <sup>3</sup>/<sub>8</sub>" in from all sides.

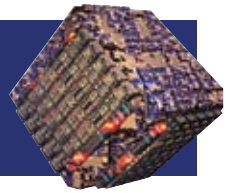
**Color & Bleed:** Contact Publisher.

**Printing:** Black ink.

**Stock:** Must conform to postal regulations for business reply cards.

**Screen:** 100-110.

**Bound-In Reply Card Rate:** Contact Publisher.



## Reproduction Requirements

**Acceptable Advertising Material:** PDF file transfer via <https://ads4advantage.sendmyad.com> preferred. (Refer to Advantage Business Media Digital Ad Specifications for requirements.)

**Proofs:** All 4-color ads should be accompanied by a suitable color proof (e.g., color laser). This proof will be used as a press color match. For ad production information, contact Debbie Wawzyanick, Advertising Production Manager, at 973-920-7148.

## Mailing Addresses

**Contracts/Insertion Orders, Reproduction Materials, Instructions, Publication-Set Copy, Etc.:**

Forward to **Production Department** at –

100 Enterprise Drive, Suite 600, Box 912, Rockaway, NJ 07866-0912

**Inserts:** Contact **Production Manager** at 973-920-7148.

## Production Services

Advertisers who request production/design work will be charged at the Publisher's rates then in effect. Call the Production Department for complete requirements and deadline information.

## Issues & Closing Dates

Published six times in 2011. Closing dates for insertion orders and advertising material are noted on the Editorial Calendar. Cancellations or changes of space are not accepted after that date.

## 2011 Buyer' Guide

**Publishing Date:** December 2011

**Ad Closing:** October 25, 2011

**"Early Bird" Discount Closing:** July 30, 2011

(10% off published rates).

**Special Positions:** Consult Publisher for rates and availability.

## Display Advertising Rates

	1x	3x	6x
Standard Page	\$7,230	\$6,900	\$6,420
2/3 Page	\$5,850	\$5,620	\$5,200
1/2 Island	\$5,020	\$4,650	\$4,240
1/2 Page	\$4,440	\$4,300	\$3,840
1/3 Page	\$3,030	\$2,950	\$2,500
1/4 Page	\$2,630	\$2,400	\$2,210

**Technical Data Sheets\*:** \$2,170 per black and white page.

Color rates apply.

## Color Rates

	Per Page Or Fraction	Spread
Standard	\$840	\$1,570
Matched	\$970	\$1,690
4-Color	\$1,440	\$2,780
Metallic	\$1,340	\$2,060

## Call Ad Rates

Ad Size	1x	3x	6x
2" x 1"	\$840	\$730	\$480
2" x 2"	\$970	\$840	\$610
2" x 3"	\$1,090	\$970	\$730

**Company Logos\*:** Advertiser – \$360; Non-Advertiser – \$480

**Product Directory Listings\*:** \*Non-commissionable.

# of Listings	Advertiser	Non-Advertiser
1-10	FREE	FREE

## General Rate Policy

All advertising is accepted subject to the terms and provisions in this rate card. Orders are accepted subject to change in rates upon notice from Publisher. The Publisher reserves the right to reject advertising which it feels is not in keeping with the publication's standards. The Publisher shall not be responsible or liable for loss of profit, loss of business or any other consequential damages as a result of any error or omission in or of an advertisement. The Publisher assumes no liability for errors or omissions in reader service numbers or advertiser's indexes. The Publisher is not liable for any failure to publish or circulate all or any part of any issue because of circumstances beyond its control. In consideration of the acceptance of any advertising from the advertiser and/or the advertising agency for publication at the rates set forth in the Publisher's rate card, the advertiser and/or the advertising agency represents and warrants that all material delivered to the Publisher for publication shall be free of libel and that publication thereof will not violate or infringe any copyright, trademark, right of privacy, or any other statutory or common law property right of any person, and that the advertiser and/or the advertising agency will indemnify, defend and save harmless the Publisher, its agents, assigns and successors against any claim, demand, cost, expenses and damages, including reasonable attorneys' fees incurred by the Publisher, arising out of or in connection with any breach by the advertiser and/or the advertising agency of any of the foregoing. Publisher reserves the right to place the word "Advertisement" in advertising which, in the Publisher's opinion, resembles editorial. The Publisher reserves the right to change rates and terms herein at any time without notice. Contract advertisers will be given a grace period of 90 days from effective date of any rate increase. Advertisers may cancel contract at time rate revision becomes effective without incurring short rate adjustment providing that contract rate has been earned up to date of cancellation. However, cover and special position advertising commitments are non-cancelable. Advertisers will be short-rated to appropriate rate card frequency if, within calendar year 2011, they do not advertise at the frequency on which their agreed to rate has been based. Advertisers will be rebated if, within the calendar year 2011, they use sufficient additional space to warrant a lower rate than that at which they were originally billed. Publisher cannot guarantee where ads are positioned within the magazine in a given month.

## Billing & Payment Terms

Invoices are dated as of the issue date and are payable upon receipt in U.S.A. funds. Non-receipt of tearsheets and/or checking copies is not an excuse for non-payment. (If charges due the Publisher from agency for advertisements placed in conformance with this rate card are not paid within 60 days, the Publisher may, at its option, collect said charges from the advertiser, and agency shall execute all necessary assignments.) If payment to the publisher is not made within 60 days, the advertiser will not be allowed to contract advertising services until all invoices are paid in full.