4-COLOR ADVERTISING RATES

Size	1x	3x	6x	12x	18x	24x	36x	48x
Full Page	$5,311	$5,046	$4,794	$4,555	$4,324	$4,108	$3,904	$3,709
2 Page Spread	$9,663	$6,180	$8,723	$8,285	$7,873	$7,479	$7,106	$6,749
2/3 Page	$4,822	$4,555	$4,303	$4,061	$3,631	$3,450	$3,276	$3,114
1/2 Page Island	$3,268	$3,103	$2,948	$2,804	$2,662	$2,528	$2,402	$2,281
1/2 Page	$2,995	$2,846	$2,404	$2,570	$2,439	$2,318	$2,203	$2,092
1/2 Page Spread	$5,689	$5,405	$5,135	$4,878	$4,633	$4,402	$4,182	$3,975
1/3 Page	$2,113	$2,008	$1,409	$1,812	$1,722	$1,636	$1,554	$1,476
1/4 Page	$1,712	$1,625	$1,544	$1,468	$1,392	$1,323	$1,275	$1,195

ADDITIONAL COLOR CHARGES

- 5-Color Process +$2,500
- Bleed Per Page (no charge for gutter bleed) +$200

Note: Publication prints 4-color process throughout. All 2-color PMS ads must be supplied as 4-color separations.

BLACK-AND-WHITE ADVERTISING RATES

Size	1x	3x	6x	12x	18x	24x	36x	48x
Full Page	$4,145	$3,938	$3,741	$3,555	$3,376	$3,208	$3,049	$2,896
2 Page Spread	$7,395	$6,970	$6,621	$6,290	$5,975	$5,676	$5,392	$5,122
2/3 Page	$3,688	$3,505	$3,329	$3,163	$3,003	$2,875	$2,712	$2,578
1/2 Page Island	$2,686	$2,552	$2,426	$2,302	$2,187	$2,079	$1,974	$1,877
1/2 Page	$2,413	$2,292	$2,179	$2,069	$1,966	$1,867	$1,775	$1,686
1/2 Page Spread	$5,051	$4,297	$4,085	$3,854	$3,686	$3,502	$3,326	$3,161
1/3 Page	$1,730	$1,644	$1,562	$1,483	$1,410	$1,339	$1,271	$1,208
1/4 Page	$1,420	$1,350	$1,281	$1,218	$1,158	$1,100	$1,045	$993

PREMIUM POSITIONS (4-Color Only)

Cover 2	Cover 3	Cover 4
12x 4/c	12x 4/c	12x 4/c
$7,000	$6,500	$7,500

INTEGRATED MARKETPLACE

Listings/per year	1st line	each addit.
	$716	$496
Display (column width 3 3/8")	**6 months**	**12 months**
1"	$1,874	$2,977
2"	$3,031	$4,741
Additional inches	$1,213	$2,315

CLASSIFIED

Size	Rates	Size	Rates
2/3 Page	$2,921	1/4 Page	$1,301
1/2 Page Island	$2,492	1/6 Page	$1,025
1/2 Page	$2,149	1/12 Page	$760
1/3 Page	$1,488	1/16 Page	$662

All Classified and Integrated Marketplace advertisements are subject to general provisions and copy regulations set forth by the publisher. Classified and Integrated Marketplace advertisements are NOT subject to agency commission or frequency discounts. The ads are to be submitted in a digital format. A hard copy is also required.

Mail ads with payment to: CIS Advertising Dept., Technology Marketing Corporation, 800 Connecticut Avenue, Floor 1 East, Norwalk, CT 06854 USA

All Classified and Integrated Marketplace ads are payable in advance in U.S. dollars or by major credit card.This advertising section is NOT subject to agency commission or frequency discounts.

DISPLAY ADVERTISING

Inserts: National, regional and postcard inserts vary on a per-job basis. Direct all inquiries to your sales representative for specific rates and mechanical information.

New Advertisers: New advertisers are required to submit payment and a completed credit application form along with their first insertion order. Upon approval of credit, advertisers will be issued credit for net 30 days' payment. If credit is granted, applicant agrees to pay all amounts due on any future advertising placement, and agrees to additionally pay any and all collection costs for amount due.

Commissions: 15% of gross billing is allowed to recognized agencies provided payment is received within 30 days of invoice date. 2% cash discount is allowed for payments received within 10 days of billing date. Interest charge of 1.5% per month will be added to all overdue accounts.

Frequency Discounts: Rates are based on the number of insertions run in a contract year (12 consecutive months). If, within 12 months, more or fewer insertions than specified are used, the rates will be rebated or short-rated accordingly. Two-page spreads count as two insertions toward earned frequency discount.

Combination Rates: Ads in *INTERNET TELEPHONY®*, *Customer Interaction Solutions®*, *Cloud Computing Magazine™* and *NextGen Mobility Magazine™* count toward frequency discounts. Schedules may be combined (yielding doubled the earned frequency discount). See back panel for details.

MATERIAL REQUIREMENTS

Electronic Ad Specs: Acceptable file formats include process Fat Postscript (all fonts and images included in the Postscript file), PDF (written with hi-res images in place and with all fonts embedded), EPS files, native Quark, Illustrator and Photoshop with all images and fonts included.

File Transfer: Files may be mailed on disk or on CD or e-mailed to production@tmcnet.com. Transfer of files through an FTP site is also available for advertisers with FTP capability. Call (800) 243-6002 for more information.

Proof: Iris, chromalin proof or standard color proof required for all ads containing color.

Spread Ads: A 1/2" dead area should be allowed in the gutter.

Printing: Prints CMYK web offset with a saddle-stitch binding.

Mail ads to: CIS Advertising Dept. Technology Marketing Corp., 800 Connectiuct Ave., Floor 1 East, Norwalk, CT 06854 USA

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MECHANICAL REQUIREMENTS

Size	Width	Height
Trim Size	8 1/8"	10 7/8"
Full Page (live image area)	7"	10"
Full Page Bleed	8 3/8"	11 1/8"
2 Page Spread	14"	10"
2 Page Spread Bleed	16 3/4"	11 1/8"
2/3 Page	4 1/2"	10"
1/2 Page Island	4 1/2"	7 1/2"
1/2 Page Island Bleed	5 5/16"	8 3/16"
1/2 Page Horizontal	7"	5"
1/2 Page Horizontal Bleed	8 3/8"	5 11/16"
1/2 Page Horizontal Spread Bleed	16 3/4"	5 11/16"
1/3 Page Vertical	2 1/8"	10"
1/3 Page Horizontal	7"	3 3/8"
1/3 Page Square	4 1/2"	5"
1/4 Page	3 1/4"	5"
1/6 Page Vertical*	2 1/8"	5"
1/12 Page*	2 1/8"	2 1/2"
1/16 Page* *Classified only	2 1/8"	2"

DEADLINES

Insertion orders are due 4 weeks prior to the date of the issue. Materials are due 3 weeks prior to the date of the issue. Example: An insertion order for an ad running in the April issue is due March 1; material is due March 8. For information, see Editorial Calendar.

General Provisions and Copy Regulations

- Advertisements that, in the judgment of the publisher, create the illusion that they are *Customer Inter@ction Solutions*® editorial matter are not accepted. The word "advertisement" shall be printed at the top of all advertisements that either carry no signature or resemble editorial matter.
- Publisher reserves the right to reject or cancel any advertising for any reason at any time.
- All advertisements are accepted and published by the publisher on the representation that the advertiser and/or advertising agency are properly authorized to publish the entire contents and subject matter thereof. It is understood that the advertiser and/or agency will indemnify and save the publisher harmless from and against any loss, expense or other liability, including attorneys' fees resulting from any claims or suits for libel, violation of right of privacy, plagiarism, copyright or trademark infringement, as well as any other claims or suits that may arise out of the publication of such advertisement.
- No conditions, printed or otherwise, appearing on the contract order or copy instructions which conflict with the publisher's policies will be binding on the publisher.
- The publisher shall not be subject to any liability whatsoever for any failure to publish or circulate all or any part of any issue or issues because of strikes, work stoppages, accidents, fires, acts of God or any other circumstance not within the control of the publisher.
- When change of copy is not received by the closing date, copy run in previous issue will be inserted.
- The publisher assumes no liability if, for any reason, it becomes necessary to omit an advertisement.
- The publisher assumes no liability for errors or omissions in Advertising Index.
- No space cancellations will be accepted after closing dates.
- Except for Platinum Program contracts that are non-cancelable, contracts may be cancelled by the advertiser or publisher by written notice, 30 days in advance of the closing date. The advertiser will be billed for actual space used within the contract year at the rate shown on this rate card.
- Both advertiser and its agency guarantee payment of advertising rate, as described in this rate card, for inserted ads in *Customer Inter@ction Solutions*®.
- Publisher assumes no liability whatsoever for errors and omissions that may result from publication and printing of any advertisement.

TMC CUSTOMER INTER@CTION Solutions

www.cismag.com
203-852-6800 ext.139

Added Value: Integrated Marketing

Effective marketing is cumulative. It requires the repeated use of product messages as well as image/positioning statements. It also requires the use of different media to deliver these messages. Effective marketers use electronic, print, direct mail and exhibit vehicles to maximize the impact and effectiveness of their sales messages.

In addition to the Frequency Rewards and Frequency Bonus Programs described below, TMC® also offers fully integrated corporate campaigns to give you the kind of reach and diversity you need to effectively reach your marketing goals. Please ask your sales manager for details on how he/she can design a customized, integrated campaign for you.

The TMC® Frequency Rewards Program:

In an effort to help advertisers get the kind of media mix that will deliver their sales message effectively, TMC® has developed a portfolio of valuable marketing opportunities. Contact your sales representative for details

Direct Mail/E-mail:

Frequency	3x	6x	12x	24x
Mailing List Usage (for mailing purposes only — names will be mailed through a third-party vendor)	2k	5k	10k	20k
E-mail Names	2k	5k	10k	20k
Total Value	$1,430	$3,575	$7,150	$14,300

6x Advertisers: *Your annual contract for at least 6 half-page or larger ads entitles you to:*

- A Free .PDF file Data Sheet in Electronic Buyer's Guide (A $2,500 Value)
- A Free Corporate Profile (full-page, 4/c) in the August issue (one of the paid ads must run in the August issue.) (A $4,145 Value)
- Enhanced Listing in Electronic Buyer's Guide on our Website (A $750 Value)

Total Value = $7,395

12x Advertisers: *Your annual contract for at least 12 half-page or larger ads entitles you to all the features of 6x advertisers plus:*

- A supplied whitepaper insert at 50% discount (A $2,000 Value)
- A banner ad on www.cismag.com for 2 months (A $5,000 Value)

Total Value $7,000

The TMC® Frequency Bonus Program:

Q. When does 12 + 12 = 48?

A. When you advertise in 2 or more TMC® print and Online publications!

The market reach represented by TMC's® print and Online publications allows you to target unique market segments with your ad message while enjoying rates that are double the cumulative frequency rate of your placements. Simply place your ads in any two or more publications to double your frequency rate and to significantly reduce your advertising costs.

For instance: If you contract for:

- 12 full-page ads in *Customer Inter@ction Solutions*® and 12 full-page ads in *Internet Telephony*®, your ads in both magazines would be charged at the 48x frequency rate.

TMC CUSTOMER INTER@CTION Solutions™

#1 In CRM, Call Centers And Teleservices Since 1982™

TMC

Technology Marketing Corporation®
800 Connecticut Avenue, Floor 1 East
Norwalk, Connecticut USA 06854
www.cismag.com • 203-852-6800

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TMC CUSTOMER INTER@CTION Solutions®

#1 in CRM, Call Centers and Teleservices

Since 1982™

Your **GLOBAL MEDIA** Partner Reaching CRM and Contact Center Markets

2012 Rate Card

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