


2012 Cloud Computing Editorial Calendar

Month	Editorial Features
January 2012	<ul style="list-style-type: none"> • How SMBs Can Leverage the Cloud with Enterprise-Class Solutions • Data Security in the Cloud • Cloud Storage • Cloud Computing Awards 
<i>January Ad Materials Deadline:Thursday, December 1, 2011</i>	
April 2012	<ul style="list-style-type: none"> • Cloud Balancing: Mitigating Latency Risks • Public vs. Private Cloud • Cloud CDNs
<i>April Ad Materials Deadline:Thursday, March 1, 2012</i>	
July 2012	<ul style="list-style-type: none"> • Harnessing Cloud Technologies • How Cloud Computing is Redefining IT Outsourcing Requirements • Mobile Cloud
<i>July Ad Materials Deadline:Thursday, May 31, 2012</i>	
October 2012	<ul style="list-style-type: none"> • Optimizing Cloud Infrastructures, Driving Business Innovation • How the Cloud Will Evolve in 2013 • BC/DR Strategies and the Cloud
<i>October Ad Materials Deadline:Thursday, August 30, 2012</i>	
In Every Issue	<ul style="list-style-type: none"> • Publisher's Note • Editor's Note • A View from the Cloud • News Section/Cloud Deployments, Start-Ups, Investors • From the Experts... • Virtualization • Mobility • Public vs. Private Cloud • Security • Web 2.0 . 3.0

4-COLOR ADVERTISING RATES			
	1X	2X	4X
Full Page	\$4,999	\$4,775	\$4,565
Half Page	\$2,995	\$2,865	\$2,740

AD SIZES	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 "
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 "



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