

## BLACK & 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	\$2,854	\$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

## 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	\$9,180	\$8,723	\$8,285	\$7,873	\$7,479	\$7,106	\$6,749
2/3 Page	\$4,822	\$4,555	\$4,303	\$4,061	\$3,831	\$3,631	\$3,450	\$3,276
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	\$2,704	\$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	\$1,909	\$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.

## 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

## CLASSIFIED

Size	Rates	Size	Rates
2/3 Page	\$3,339	1/4 Page	\$1,487
1/2 Page Island	\$2,848	1/6 Page	\$1,172
1/2 Page	\$2,457	1/12 Page	\$869
1/3 Page	\$1,701	1/16 Page	\$756

## CLASSIFIED

All Classified and Integrated Marketplace advertisements accepted 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:** INTERNET TELEPHONY® Advertising Dept., TMC®, 800 Connecticut Ave., Fl. 1E, 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 pay in addition 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 1½% 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 are used than specified, the rates will be rebated or short-rated accordingly. Two-page spreads count as two insertion toward earned frequency discount.

**Combination Rates:** Ads in INTERNET TELEPHONY®, Unified Communications™, NGN Magazine™, InfoTECH Spotlight, and Customer Interaction Solutions® magazines count toward frequency discounts. Schedules may be combined (yielding doubled the earned frequency discount).

## MATERIAL REQUIREMENTS

**Electronic Ad Specs:** Press Optimized PDF (written with hi-res images in place and all fonts embedded), PDF X-1a, Illustrator EPS files with text converted to curves, native Quark, Illustrator, and Photoshop with all images and fonts included.

**File Transfer:** Files may be mailed on disk or 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 ext. 229 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 web offset with perfect binding.

**Mail ads to:** INTERNET TELEPHONY® Advertising Dept.

TMC®  
800 Connecticut Avenue, Floor 1 East  
Norwalk, CT 06854 USA

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## MECHANICAL REQUIREMENTS

Size	Width	Height
Trim Size	8½"	10⅞"
Full Page (live image area)	7"	10"
Full Page Bleed	8¾"	11¼"
2 Page Spread	14"	10"
2 Page Spread Bleed	16¾"	11¼"
2/3 Page	4½"	10"
1/2 Page Island	4½"	7½"
1/2 Page Island Bleed	5⅝"	8¾"
1/2 Page Horizontal	7"	5"
1/2 Page Horizontal Bleed	8¾"	5⅞"
1/2 Page Horizontal Spread Bleed	16¾"	5⅞"
1/3 Page Vertical	2⅛"	10"
1/3 Page Horizontal	7"	3⅜"
1/3 Page Square	4½"	5"
1/4 Page	3¼"	5"
1/6 Page Vertical*	2⅛"	5"
1/12 Page*	2⅛"	2½"
1/16 Page*	2⅛"	2"

\*Classified only

## 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.



www.itmag.com  
203-852-6800 ext. 229

## GENERAL PROVISIONS & COPY REGULATIONS

• Advertisements which, in the judgment of the publisher, create the illusion that they are *INTERNET TELEPHONY*<sup>®</sup> editorial matter are not accepted. The word "advertisement" shall be printed at the top of all advertisements which 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, and 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.

• 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 *INTERNET TELEPHONY*<sup>®</sup>.

• Publisher assumes no liability whatsoever for errors and omissions that may result from publication and printing of any advertisement.

### The TMC<sup>™</sup> Frequency Rewards Program

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 Added Value and Frequency Bonus Programs described below, TMC<sup>®</sup> 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.

### Added Value For Contract Advertisers:

In an effort to help advertisers get the kind of media mix that will deliver their sales message effectively, TMC<sup>®</sup> has developed a portfolio of valuable marketing opportunities. All contract advertisers are eligible for these value added benefits. Contact your sales representative for details.

### Direct Mail/E-mail:

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



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

**Technology Marketing Corporation**  
800 Connecticut Avenue, FI 1E  
Norwalk, Connecticut 06854 USA

**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 Buyers' Guide (**\$2,500**)
- A Free Corporate Profile (full-page, 4/c) in the August issue (one of the paid ads must run in the August issue) (**\$4,145**)
- Enhanced Listing in Electronic Buyers's Guide on our Website (**\$750**)

**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 (**\$2,000**)
- A banner ad on www.itmag.com for 2 months (**\$5,000**)

**Additional \$7,000 Value**

### Frequency Bonus:

**Q. When does 12 + 12 = 48?**

**A.** When you advertise in 2 or more TMC<sup>®</sup> print publications! The market reach represented by TMC's<sup>®</sup> print 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 significantly reduce your advertising costs.

**For instance:** If you contract for:

- 12 full-page ads in *INTERNET TELEPHONY*<sup>®</sup> and 12 full-page ads in *Customer Interaction Solutions*<sup>®</sup>, your ads in both magazines would be charged at the 48x frequency rate.



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