

2011 - 2012 NGM Magazine Editorial Calendar

Month	Editorial Features	Bonus Distribution
September 2011	<ul style="list-style-type: none"> • M2M • Spectrum availability & management • Social networking 	ITEXPO West 2011 Austin 4GWE East
<i>September Ad Materials Deadline:August 18, 2011</i>		
February 2012	<ul style="list-style-type: none"> • LTE • Mobile wallet • Microcells & picocells 	ITEXPO 4GWE East CTIA Wireless
<i>February Ad Materials Deadline:January 13, 2012</i>		
May 2012	<ul style="list-style-type: none"> • Mobile games • Near-field communications • Super Wi-Fi 	Interop
<i>May Ad Materials Deadline:April 5, 2012</i>		
September 2012	<ul style="list-style-type: none"> • Femtocells • Telehealth • Tools for Mobile App Developers • LTE Visionary 	Interop Comptel Fall ITEXPO 4GWE West
<i>September Ad Materials Deadline:August 2, 2012</i>		
December 2012	<ul style="list-style-type: none"> • Evolved Packet Core • Mobile VoIP • Mobile Backhaul • Wireless Backhaul Distinction Awards 	ITEXPO East
<i>December Ad Materials Deadline:November 1, 2012</i>		

4-COLOR ADVERTISING RATES

	1X	3X	6X
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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