

2009 NGN Magazine Editorial Calendar

Month	Editorial Features	Bonus Distribution
January	- IMS and Its Competitors - Heading for 4G: WiMAX and LTE - Optical Fiber vs. Broadband Wireless	ITEXPO East 2009, Miami 4GWE Conference, Miami 3GSM/Mobile World Congress, Barcelona
<i>January Ad Materials Deadline: December 31, 2008</i>		
March	- Metro Ethernet - Wireless Backhaul - Multiplay Services & Bundling	CTIA Wireless, Las Vegas
<i>March Ad Materials Deadline: Thursday, February 26, 2009</i>		
May	- IP Communications and the NGN - Telco 2.0 and the Customer-Centric World - Peering	SUPERCOMM 2009, Chicago
<i>May Ad Materials Deadline: Thursday, April 23, 2009</i>		
July	- QoS, QoE & Bandwidth Management - Service Creation & Provisioning - Rural Carriers	
<i>July Ad Materials Deadline: Thursday, June 25, 2009</i>		
September	- Web Services and SOA 4G: State of the Industry - Regulatory Matters	ITEXPO West 2009, Los Angeles 4GWE Conference, Los Angeles
<i>September Ad Materials Deadline: Thursday, August 27, 2009</i>		
November	- OSS and Billing - Year in Review 2010 Buyers' Guide	
<i>November Ad Materials Deadline: Thursday, October 22, 2009</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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