

## 4-COLOR ADVERTISING RATES

Size	1x	3x	6x	12x	18x	24x	36x	48x
Full Page	\$11,080	\$10,624	\$10,192	\$9,782	\$9,391	\$9,022	\$8,670	\$8,336
2 Page Spread	\$21,250	\$19,522	\$17,966	\$17,447	\$17,404	\$16,868	\$15,936	\$15,881
2/3 Page	\$7,613	\$7,296	\$6,997	\$6,713	\$6,443	\$6,186	\$5,942	\$5,711
1/2 Page Island	\$6,493	\$6,218	\$5,957	\$5,708	\$5,473	\$5,249	\$5,036	\$4,833
1/2 Page	\$5,993	\$5,744	\$5,506	\$5,280	\$5,065	\$4,863	\$4,668	\$4,485
1/2 Page Spread	\$12,184	\$11,674	\$11,189	\$10,729	\$10,291	\$9,876	\$9,483	\$9,108
1/3 Page	\$4,106	\$3,931	\$3,768	\$3,612	\$3,465	\$3,324	\$3,191	\$3,065
1/4 Page	\$3,224	\$3,087	\$2,958	\$2,834	\$2,717	\$2,606	\$2,500	\$2,399

## 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	\$9,095	\$8,639	\$8,208	\$7,797	\$7,407	\$7,037	\$6,685	\$6,351
2 Page Spread	\$17,281	\$15,553	\$13,997	\$13,478	\$13,434	\$12,899	\$11,967	\$11,118
2/3 Page	\$6,302	\$5,987	\$5,687	\$5,403	\$5,132	\$4,876	\$4,633	\$4,401
1/2 Page Island	\$5,501	\$5,226	\$4,964	\$4,716	\$4,480	\$4,257	\$4,044	\$3,841
1/2 Page	\$5,001	\$4,751	\$4,514	\$4,288	\$4,073	\$3,870	\$3,676	\$3,492
1/2 Page Spread	\$10,200	\$9,689	\$9,204	\$8,744	\$8,307	\$7,892	\$7,498	\$7,123
1/3 Page	\$3,450	\$3,276	\$3,114	\$2,958	\$2,810	\$2,670	\$2,537	\$2,410
1/4 Page	\$2,727	\$2,590	\$2,461	\$2,338	\$2,221	\$2,109	\$2,003	\$1,904

## PREMIUM POSITIONS (4-Color Only)

Cover 2	Cover 3	Cover 4
12x 4/c	12x 4/c	12x 4/c
\$11,741	\$11,135	\$12,128

## INTEGRATED MARKETPLACE

Listings/per year	1st line	each addit.
	\$716	\$496
Display (column width 3 1/4")	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, One Technology Plaza, 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 Inter@ction Solutions*®, *SIP Magazine*™ and *IMS 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:** Press Optimized PDF (written with hires 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 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 ext. 132 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. One Technology Plaza 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* <small>*Classified only</small>	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.

**TMC** CUSTOMER INTER@CTION Solutions

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



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