

# Editorial Calendar



## February

Session Border Control  
In Search of...the Killer App  
Service Creation

**Bonus Distribution: Comptel, CTIA Wireless**

*I/Os & Ad Materials Due: 1/18/2007*

*Editorial Abstracts Due: 1/17/2006*

## August

Security Issues in IMS  
The Importance of Testing  
Video Applications in IMS

**Bonus Distribution: ITEXPO West 2007, IMS Expo**

*I/Os & Ad Materials Due: 7/19/2007*

*Editorial Abstracts Due: 5/4/2007*

## April

The Role of SIP in IMS  
Billing & OSS  
Cut to the Chase: Making Money from IMS

**Bonus Distribution: Communications Developer, Interop**

*I/Os & Ad Materials Due: 3/22/2007*

*Editorial Abstracts Due: 1/5/07*

## October

QoS & Bandwidth Management  
The Role of DIAMETER in IMS  
Interworking with Legacy TDM Networks

**Bonus Distribution: Interop**

*I/Os & Ad Materials Due: 9/20/2007*

*Editorial Abstracts Due: 7/6/2007*

## June

IMS State of the Market  
Fixed/Mobile Convergence  
Regulatory Issues

**Bonus Distribution: nXtComm**

*I/Os & Ad Materials Due: 5/24/2007*

*Editorial Abstracts Due: 3/2/2007*

## December

The Business Case for IMS  
IMS Year in Review  
IMS Buyers' Guide

**Bonus Distribution: ITEXPO East 2008, IMS Expo**

*I/Os & Ad Materials Due: 11/19/2007*

*Editorial Abstracts Due: 9/7/2007*

### Editorial Opportunities:

Aside from the news and columns you find in each issue of *IMS Magazine™*, you will also find vendor contributed editorial that is of the utmost quality and objectivity.

We are proud to have leading companies in our industry write articles for *IMS Magazine™* because they are advancing topics important to our readers faster than any journalist can keep up with them.

By accepting only the highest quality contributed editorial, *IMS Magazine™* increases the number of available authors on a given subject by an order of magnitude over magazines that rely only on in-house editors.

To that end, we invite vendors in our industry to submit article abstracts to the attention of our Executive Editor, Richard "Zippy" Grigonis via e-mail addressed to [rgrigonis@tmcnet.com](mailto:rgrigonis@tmcnet.com).

All abstracts will be considered, but only a small percentage will be selected for development into full articles.

If accepted, authors will be notified and given a word count, typically 1,500 words, as well as a deadline for completion of the article. Submission of an article abstract is no guarantee that it will be chosen by the editorial staff of *IMS Magazine™*.

## 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 1.5% per month will be added to all overdue accounts.

| 4-COLOR ADVERTISING RATES |       |       |       |
|---------------------------|-------|-------|-------|
|                           | 1X    | 3X    | 6X    |
| Full Page                 | 4,750 | 4,550 | 4,350 |
| Half Page                 | 2,850 | 2,730 | 2,610 |

| Size                             | Width                            | Height                            |
|----------------------------------|----------------------------------|-----------------------------------|
| Trim Size                        | 8 <sup>1</sup> / <sub>8</sub> "  | 10 <sup>7</sup> / <sub>8</sub> "  |
| Full Page (live image area)      | 7"                               | 10"                               |
| Full Page Bleed                  | 8 <sup>3</sup> / <sub>8</sub> "  | 11 <sup>1</sup> / <sub>8</sub> "  |
| 2 Page Spread                    | 14"                              | 10"                               |
| 2 Page Spread Bleed              | 16 <sup>3</sup> / <sub>4</sub> " | 11 <sup>1</sup> / <sub>8</sub> "  |
| 1/2 Page Island                  | 4 <sup>1</sup> / <sub>2</sub> "  | 7 <sup>1</sup> / <sub>2</sub> "   |
| 1/2 Page Island Bleed            | 5 <sup>5</sup> / <sub>16</sub> " | 8 <sup>3</sup> / <sub>16</sub> "  |
| 1/2 Page Horizontal              | 7"                               | 5"                                |
| 1/2 Page Horizontal Bleed        | 8 <sup>3</sup> / <sub>8</sub> "  | 5 <sup>11</sup> / <sub>16</sub> " |
| 1/2 Page Horizontal Spread Bleed | 6 <sup>3</sup> / <sub>4</sub> "  | 5 <sup>11</sup> / <sub>16</sub> " |

### 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 insertions toward earned frequency discount.

### Combination Rates:

Ads in *IMS Magazine™*, *SIP Magazine™*, *INTERNET TELEPHONY®* and *Customer Interaction Solutions®* count toward frequency discounts. Schedules may be combined.

## Mechanical Requirements:

### Electronical Ad Specs:

Acceptable file formats include process Fat Postscript (all fonts and images included in the Postscript file), PDF (written with hi-res images in place and all fonts embedded), EPS files, 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](mailto:production@tmcnet.com). Transfer of files through an FTP site is also available for advertisers with FTP capability. Call (203) 852-6800 ext. 139 for details.

### 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 a saddle-stitch binding.

### Mail Ads To:

*IMS Magazine™*, Advertising Dept.  
Technology Marketing Corp.  
One Technology Plaza  
Norwalk, CT 06854 USA

