



2011 NGN Magazine Editorial Calendar

Month	Editorial Features	Bonus Distribution	
January	<ul style="list-style-type: none"> Set Top Boxes Policy Management LTE Update 	ITEXPO East	
<i>January Ad Materials Deadline: Thursday, December 16, 2010</i>			
March	<ul style="list-style-type: none"> Service Providers and the Smart Home CDNs Mobile Backhaul and Microwave 	Comptel - Spring CTIA - Spring	
<i>March Ad Materials Deadline: Thursday, February 10, 2011</i>			
May	<ul style="list-style-type: none"> Securing Content on Carrier Networks Next Generation OSS Satellite for Business Applications NGN Leadership Awards 	Interop - Las Vegas ITW IP Sizzles	Cloud Expo - NY Interop - Tokyo B/OSS Live
<i>May Ad Materials Deadline: Thursday, April 7, 2011</i>			
July	<ul style="list-style-type: none"> FMC and Femtocells Storage as a Service IPTV Update 		
<i>July Ad Materials Deadline: Thursday, June 2, 2011</i>			
September	<ul style="list-style-type: none"> HSPA+ Session Border Controllers Multiservice Access Solutions 	ITEXPO West Comptel Fall Interop - NY	Broadband Expo Cloud Expo - Santa Clara CTIA
<i>September Ad Materials Deadline: Thursday, August 4, 2011</i>			
November	<ul style="list-style-type: none"> Wireless Broadband 		
<i>November Ad Materials Deadline: Thursday, October 6, 2011</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 ¹ / ₁₆ "



Technology Marketing Corporation
 800 Connecticut Avenue, 1st Floor East
 Norwalk, Connecticut 06854 USA
 203-852-6800 • www.tmcnet.com