

2010 NGN Magazine Editorial Calendar

Month	Editorial Features	Bonus Distribution
January	<ul style="list-style-type: none"> • Moving from Legacy to Next Generation Networks • Service Creation and Provisioning • Next Generation Data Centers 	ITEXPO East 2010 Miami
<i>January Ad Materials Deadline: Wednesday, December 23, 2009</i>		
March	<ul style="list-style-type: none"> • The State of 4G • Next Generation Application Delivery • Wireless Backhaul 	CTIA Wireless Comptel Spring Interop Las Vegas
<i>March Ad Materials Deadline: Wednesday, February 17, 2010</i>		
May	<ul style="list-style-type: none"> • Voice over LTE • Wireless and Wireline Convergence • Web Services and SOA • NGN Leadership Awards 	SUPERCOMM 2009, Chicago
<i>May Ad Materials Deadline: Wednesday, April 21, 2010</i>		
July	<ul style="list-style-type: none"> • Making the Most of Legacy Services • The Realities of IMS • Service Assurance and Bandwidth Management 	Comptel Fall
<i>July Ad Materials Deadline: Wednesday, June 23, 2010</i>		
September	<ul style="list-style-type: none"> • Service Oriented Networking • A Look at Broadband Stimulus, Round One • Optical Networking 	ITEXPO West CTIA Wireless Comptel Fall
<i>September Ad Materials Deadline: Wednesday, August 25, 2010</i>		
November	<ul style="list-style-type: none"> • Subscriber Migration Strategies • 2010: The Year in Review • 2011 NGN Buyer's Guide 	
<i>November Ad Materials Deadline: Wednesday, October 27, 2010</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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