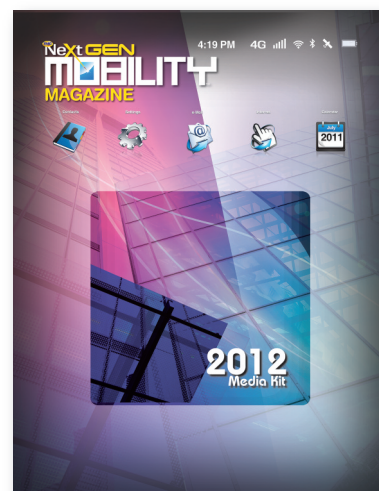


www.mobilitytechzone.com



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	\$2,499	\$2,387	\$2,282
Half Page	\$1,497	\$1,432	\$1,370

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 "

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 *Next Gen Mobility™*, *INTERNET TELEPHONY®*, *Customer Interaction Solutions®*, and *Cloud Computing™* count toward frequency discounts. Schedules may be combined.

Mechanical Requirements:

Electronic 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. 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.



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