

## January 2007

SIP-Based VoIP: Opportunities & Challenges  
SIMPLE in the Enterprise  
Session Border Control

**Bonus Distribution: ITEXPO East 2007, IMS Expo**  
*I/Os & Ad Materials Due: 12/21/2006*  
*Editorial Abstracts Due: 11/17/2006*

## March 2007

SIP & IMS  
SIP & Security  
SIP-Based Development Tools

**Bonus Distribution: Comptel, CTIA Wireless**  
*I/Os & Ad Materials Due: 2/15/2007*  
*Editorial Abstracts Due: 12/1/2006*

## May 2007

SIP & Open Source  
Exploring QoS in SIP-Based Networks  
SIP & ENUM

**Bonus Distribution: Communications Developer Conference, nXtComm, Interop**  
*I/Os & Ad Materials Due: 4/19/2007*  
*Editorial Abstracts Due: 2/2/2007*

## July 2007

Defining the Value of SIP Presence  
The Role of SIP in Carrier Networks  
*I/Os & Ad Materials Due: 6/21/2007*  
*Editorial Abstracts Due: 4/6/2007*

## September 2007

Peer-to-Peer Using SIP  
SIP & Fixed/Mobile Convergence  
Leveraging SIP for Advanced Services  
**Bonus Distribution: ITEXPO West 2007, Interop**  
*I/Os & Ad Materials Due: 8/23/2007*  
*Editorial Abstracts Due: 6/8/2007*

## November 2007

NAT Traversal & Firewall Concerns  
Enterprise Communications Solutions  
SIP Magazine Year in Review  
*I/Os & Ad Materials Due: 10/18/2007*  
*Editorial Abstracts Due: 8/3/2007*

## Editorial Opportunities

Aside from the news and columns you find in each issue of *SIP 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 *SIP Magazine*™ because they are advancing the topics readers need to know about faster than any journalist can keep up with it.

By accepting only the highest quality contributed editorial, *SIP 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.



# Advertising Info

## 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 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 *SIP Magazine*, *IMS Magazine*, *Internet Telephony*® and *Customer Inter@ction Solutions*® 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](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 more information.

### Proof:

Iris, chromalin proof, or standard color proof is 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:

SIP Magazine, Advertising Dept.  
Technology Marketing Corp.  
One Technology Plaza  
Norwalk, CT 06854 USA

## 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.

### 4-COLOR ADVERTISING RATES

	1X	3X	6X
Full Page	\$4,850	\$4,650	\$4,450
Half Page	\$2,910	\$2,790	\$2,670

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> "

