

PUBLISHER'S STATEMENT

The IEEE MONITOR is the official news publication of the New York Section of The Institute of Electrical and Electronics Engineers, Inc. The New York Section is comprised of the five boroughs of New York City (Brooklyn, Bronx, Manhattan, Queens and Staten Island) plus Rockland and Westchester Counties. The publication reports on events and activities of interest to the general membership composed of electrical and electronics engineers and computer scientists, presents topical feature material relevant to the engineering profession, and carries the monthly IEEE society chapter calendar of events as a service to its readers.

CIRCULATION

The IEEE MONITOR is distributed to all IEEE members in the New York Section plus additional subscribers. Monthly circulation as of December, 1999 is 6,200.

ISSUE AND CLOSING DATES

The IEEE MONITOR is published monthly except June, July and August. Advertising order deadline is the first of the month preceding issue date. Camera ready material is due on the 5th of the month preceding issue date.

MAILING INSTRUCTIONS

Address all correspondence concerning advertising to:

IEEE Monitor
24 Chamber Lane
Englishtown, N. J. 07726

DISPLAY ADVERTISING RATES

Display advertising space is available in full and fractional page sizes. To qualify for frequency discounts, advertiser must furnish publisher with a schedule of insertion dates. Schedule may be changed by notifying publisher prior to regular deadline date.

	1X	3X	5X	9X
Full Page	\$630	\$599	\$567	\$536
2/3 Page	490	470	441	417
1/2 Page	395	375	356	336
1/3 Page	280	266	252	238
1/4 Page	225	214	203	191
1/6 Page	165	157	149	140
Bus. Card	85	81	77	72
Col. Inch	35	33	32	30

Covers

Back	755	717	680	642
Inside Back	695	660	626	591

Preprinted Inserts

Four pages: \$1,070, no frequency discount.

COMMISSIONS

15% commission allowed to all recognized ad agencies providing payment is received by due date. All ads invoiced on publication closing date. Full payment is due 10 days after issue date. Rendering invoice to ad agency does not relieve advertiser in case agency default.

MECHANICAL SPECIFICATIONS

Size

Publication trim size 8 1/2" x 11"

Image size is 7 1/2" x 10"

Publication is black and white 3 column format. Each column is 14 picas wide.

Color is NOT available at this time.

Full Page	7 - 1/2" x 10"
2/3 Page	4 - 3/4" x 10"
1/2 Page (horizontal)	7 - 1/2" x 5"
1/2 Page (vertical)	4 - 3/4" x 7 - 1/2"
1/3 Page (square)	4 - 3/4" x 5"
1/3 Page (vertical)	2 - 1/4" x 10"
1/4 Page	4 - 3/4" x 3 - 3/4"
1/6 Page	2 - 3/4" x 5"
Bus. Card	2" x 3 - 1/2"
Col. Inch	1" x 2 - 1/3"

Materials

Preferred material for black and white ads is right-reading emulsion side down negative. Halftone screen is 100 lines. Veloxes, other reproducible proofs and laser printed materials are acceptable. Photocopied material is not accepted. Original artwork accepted at advertiser's risk. Composition and assembly to advertiser's layout available at nominal charge. Submit copy and layout for quote.

ADVERTISING POLICY

All advertising is subject to the publisher's approval. Advertisers and their advertising agencies assume all liability for all content including text, illustrations, sketches, labels, trademarks, etc., of all advertising submitted for publishing, and also assume responsibility for any claims arising there from made against the publisher.

