

WIRELESS SYSTEMS DESIGN 2005 BLACK & WHITE RATES

Size	1x	6x	12x	18x	24x	36x	52x	60x	78x	104x
2 page sprd	11,920	11,683	11,448	11,222	10,771	10,664	10,558	10,452	10,407	10,244
2 page	14,899	14,600	14,311	14,025	13,463	13,329	13,194	13,064	12,931	12,807
1 page	7,449	7,229	7,156	7,012	6,732	6,665	6,597	6,532	6,466	6,404
2/3 page	6,012	5,892	5,833	5,716	5,488	5,432	5,378	5,324	5,271	5,218
1/2 page isl	5,389	5,283	5,178	5,075	4,871	4,822	4,775	4,727	4,678	4,632
1/2 page vert	4,596	4,504	4,414	4,327	4,152	4,112	4,072	4,030	3,990	3,950
1/2 page horiz	4,596	4,504	4,414	4,327	4,152	4,112	4,072	4,030	3,990	3,950
1/3 page horiz	3,337	3,269	3,206	3,141	3,017	2,985	2,955	2,927	2,896	2,868
1/3 page vert	3,337	3,269	3,206	3,141	3,017	2,985	2,955	2,927	2,896	2,868
1/3 page sq	3,337	3,269	3,206	3,141	3,017	2,985	2,955	2,927	2,896	2,868
1/4 page	2,594	2,542	2,491	2,441	2,344	2,319	2,296	2,274	2,250	2,229

Add for color rates:

Standard second color, per page fraction: \$687 extra

4-color process, per page fraction: \$1,316 extra

**WIRELESS SYSTEMS DESIGN
2005 CLASSIFIED RATES**

Size	1x	3x	6x	12x
One column inch	239	239	208	190
Two column inch	477	477	417	380
Three column inch	717	717	625	570
Four column inch	955	955	833	759
Five column inch	1,194	1,194	1,041	949
Consultants conn	147	147	128	104
1 page	7,390	7,390	7,298	7,158
1/2 island standard	4,513	4,513	4,421	4,336
1/3 page	3,276	3,276	3,209	3,147
1/4 page	2,547	2,547	2,499	2,444
Six column inch	1,432	1,432	1,432	1,432
2/3 page	5,903	5,903	5,780	5,725

**WIRELESS SYSTEMS DESIGN 2005
DIRECT CONNECTION ADS RATES**

1x	3x	6x	12x	18x	24x
1,184	1,064	1,007	945	917	889

Color charges:

Standard 2-color: \$281

3-color or 4-color: \$402

**AD CLOSE AND
MATERIAL DUE DATES**

Issue	Ad Close	Materials Due
January	11/29/04	12/13/04
February	1/3/05	1/17/05
March	1/31/05	2/14/05
April	3/2/05	3/16/05
May	4/1/05	4/15/05
June	5/2/05	5/16/05
July	6/1/05	6/15/05
August	7/1/05	7/15/05
September	8/1/05	8/15/05
October	8/31/05	9/14/05
November	10/3/05	10/17/05
December	11/1/05	11/15/05

INTERNET AD RATES AND SPECS

For Internet ad rates and specs (Web advertising, E-newsletters, Webcasts, etc.) visit

<http://www.planetEE.com/Index.cfm?Action=Advertising>

GENERAL INFORMATION

Wireless Systems Design is printed web offset using computer-to-plate technology. It is saddle-stitched. The trim size is 7-3/4" wide x 10-3/4" high.

AD DIMENSIONS

Page Unit	Width	Height
Standard page	7"	10"
Page bleed	8"	11"
Spread bleed	16"	11"
2/3 page	4-1/2"	10"
1/2 page vertical	3-1/4"	10"
1/2 page horizontal	7"	4-3/4"
1/2 page island	4-1/2"	7-1/2"
1/3 page vertical	2-1/8"	10"
1/3 page vertical bleed	2-3/4"	11"
1/3 page square	4-1/2"	4-3/4"
1/4 page	3-1/4"	4-3/4"
1/6 page vertical	2-1/8"	4-3/4"

Recommended safety for live matter on bleed ads is 1/2" in from any edge.

**DIGITAL ADVERTISING
GUIDELINES**

1. PLATFORMS ACCEPTED:

Macintosh

2. FILES ACCEPTED: PDF/X, PDF/X-

1a, PDF, PostScript, TIFF-IT/P1 or EPS (with embedded fonts and graphics). All TIFF-IT/P1, PDF/X-1a and PDF/X files must be verified by the DDP Verifier program.

3. COLOR: Send all files in CMYK

mode unless a Pantone color is running. RGB or CIE Lab colors should be converted to CMYK prior to submission. Please indicate all colors, including Pantone colors, on the checklist. Do not embed CIE Lab colors in your file, as they will not RIP correctly. Please be aware that color shifts are possible if Penton must do the conversion.

4. EMBEDDED ELEMENTS: Minimum

resolution requirements are 300 dpi for full-color artwork or grayscale, and 2400 dpi for Bitmap (b&w/line art). Images and logos from websites are not usable for print ads, as they are low-resolution (72 dpi).

5. FONTS: All fonts must be either

embedded in the supplied file or converted to paths. PostScript fonts are preferable.

6. PROOFS: A proof of each ad must

be provided. For B&W ads, please provide a laser proof. For four-color ads, please provide a digital SWOP-certified color proof to ensure reproduction integrity. *Wireless Systems Design* will not be held liable for the reproduction of any color ad submitted without a SWOP-certified proof. (For additional information on SWOP requirements, go to www.SWOP.org.)

Four-color ads should have a maximum inking density of 260%, and no more than one solid color should be used.

Reversed type smaller than 10 pt. should not be used in four-color ads. Preferred line screen is 120; maximum acceptable screen is 133.

Send proofs to:

Wireless Systems Design
c/o Penton Electronics Group
45 Eisenhower Drive, 5th floor
Paramus, NJ 07652
Attention: Production Dept.

7. INSERTS: Please contact the

Wireless Systems Design production department for specific requirements, including size, quantities, paper grades, bindery specs, mechanical surcharges (if any), schedules and shipping information. Proofs of all inserts must be submitted for publisher's and postal service's approval prior to acceptance.

8. ELECTRONIC FILE SUBMISSION:

To upload your ad file, go to www.pegdigitalads.com. There you will find step-by-step instructions on how to create PostScript and PDF files, as well as all the documentation needed to submit your file electronically.

**PRODUCTION PERSONNEL
AND SHIPPING
INSTRUCTIONS**

Ship ad materials to:

Pat Boselli
Wireless Systems Design
Penton Media, Inc.
45 Eisenhower Drive, 5th floor
Paramus, NJ 07652

Send insertion orders to:

Dotty Sowa
Customer Service Representative
Penton Media, Inc.
45 Eisenhower Drive, 5th floor
Paramus, NJ 07652
Phone: 201-845-2453
Email: dsowa@penton.com
Fax: 201-845-2494

Ship supplied inserts to:

R. R. Donnelley
1600 North Main St.
Pontiac, IL 61764