

## Information Security Magazine Rates

### Rate Card #7a

### Display Advertising Rates

	12x	9x	6x	3x	1x
<b>Full Page</b>	\$6,385	\$6,675	\$6,950	\$7,485	\$7,775
<b>Spread</b>	\$10,600	\$11,125	\$11,650	\$12,300	\$12,900
<b>Island</b>	\$4,475	\$4,800	\$5,125	\$5,525	\$5,800
<b>Half Page</b>	\$3,925	\$4,225	\$4,500	\$4,850	\$5,175

Note: Does not include color charges.

### Premium Positions

	12x	9x	6x	3x	1x
<b>Cover 2</b>	\$7,450	\$7,950	\$8,435	\$9,000	\$9,400
<b>Cover 3</b>	\$7,000	\$7,525	\$8,050	\$8,575	\$8,880
<b>Cover 4</b>	\$8,550	\$8,850	\$9,145	\$9,500	\$9,950
<b>Spread (First 10 Pages)</b>	\$12,925	\$13,750	\$14,565	\$15,550	\$16,535
<b>Page 1</b>	\$7,175	\$7,700	\$8,250	\$8,725	\$9,100
<b>Opposite Table of Contents</b>	\$6,925	\$7,375	\$7,800	\$8,500	\$8,825
<b>Opposite Editor's Desk</b>	\$6,925	\$7,375	\$7,800	\$8,500	\$8,825
<b>First Third of Folio</b>	\$6,765	\$7,125	\$7,500	\$8,185	\$8,560

Notes: Does not include color charges; four-color full-page ads only; sold on a non-cancelable basis.

### Additional Color Charges

	Page	Spread	Island or Less
<b>Standard Second Color</b>	\$850	\$1,000	\$450
<b>PMS Second Color*</b>	\$1,200	\$2,200	\$675
<b>Four-Color†</b>	\$2,000	\$3,900	\$965

\*From four-color process.

†Four-color rates apply if more than one additional color is used.

Call for rates on metallic and special colors.

### Dimensions

<b>Publication Trim Size: 8" x 10.875"</b>		
<b>Live Area Dimensions</b>	<b>Width x Height</b>	<b>Bleed Width x Height</b>
Spread	15" x 9.875"	16.25" x 11.125"
Full Page	7" x 9.875"	8.25" x 11.125"
Island	4.625" x 7.5"	N/A
Half Page Horizontal	7" x 4.875"	N/A

### File Preparation

Electronic files are preferred. Contact your sales representative for complete file preparation specifications and if you plan to submit film.

### Regulations

Small amounts of typesetting and key changes are free of charge. However, the advertiser is responsible for extra charges for scanning, ad design and other unusual production details and requests. Publisher does not guarantee insertion of changes, alterations or corrections received after the materials closing date.

### Printing Process

*Information Security* is produced with a computer-to-plate workflow and is printed on web offset presses.

### Binding Method

Perfect bound.

### Mailing Instructions

Send contracts, insertions orders, digital files and proofs to:  
Production, *Information Security*  
TechTarget  
117 Kendrick Street, Suite 800  
Needham, MA 02494  
Phone: 781-657-1698  
Fax: 781-657-1100

### Information Security 2004 Deadlines

#### January

Advertising close: 12/9  
Materials due: 12/12

#### February

Advertising close: 1/9  
Materials due: 1/16

#### March

Advertising close: 2/10  
Materials due: 2/17

#### April

Advertising close: 3/12  
Materials due: 3/19

#### May

Advertising close: 4/16  
Materials due: 4/23

#### June

Advertising close: 5/14  
Materials due: 5/21

#### July

Advertising close: 6/16  
Materials due: 6/23

#### August

Advertising close: 7/16  
Materials due: 7/23

#### September

Advertising close: 8/13  
Materials due: 8/20

#### October

Advertising close: 9/10  
Materials due: 9/17

#### November

Advertising close: 10/13  
Materials due: 10/20

#### December

Advertising close: 11/12  
Materials due: 11/19

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