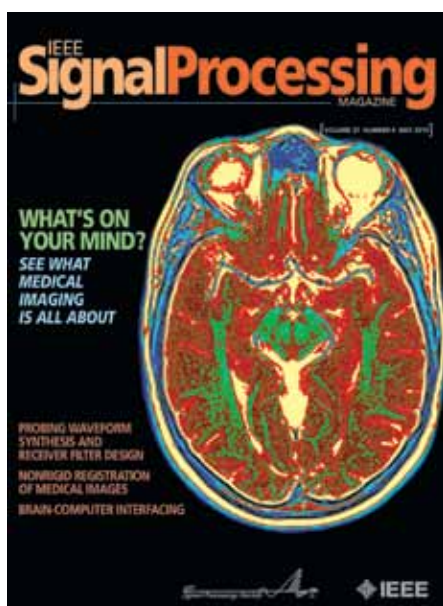


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## 2011

### IEEE SIGNAL PROCESSING MAGAZINE

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**Circulation 16,460**

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# 2011 Editorial Calendar

Departments: From the Editor, President's Message, In the Spotlight, Applications Corner, Exploratory DSP, Life Sciences, DSP Tips & Tricks, Standards in a Nutshell, Best of the Web, Special Reports, Dates Ahead

Issue	Reservations	Materials	Features	Bonus Distribution
Jan	5 Nov 2010	10 Nov 2010	Immersive Communications	DSP/SP Education, 4–7 Jan, Sedona, AZ
Mar	17 Jan	20 Jan	Dimensionality Reduction	IEEE ISBI, 29 Mar–3 Apr, Chicago, IL
May	8 Mar	11 Mar	Distributed Image Processing and Communications	Embedded Systems, 2–5 May, San Jose, CA IEEE ICASSP, 22–27 May, Prague, CZECH REPUBLIC
Jul	12 May	17 May	Mobile Media Search	CVPR, 21–23 Jun, Colorado Springs, CO ICME, 11–15 Jul, Barcelona, SPAIN
Sep	20 Jul	25 Jul	Signal Processing for Financial Applications	IEEE ICIP, 11–14 Sep, Brussels, BELGIUM IEEE MLSP, 19–21 Sep, Beijing, CHINA
Nov	14 Sep	19 Sep	Multimedia Quality Assessment	CAMSAP, 13–16 Dec, San Juan, PR

Editorial calendar is subject to change without notice.

# 2011 Display Advertising Rates

## Black & White Rates — Rate Card #23 — Effective January 2011

Size/Frequency	1x	3x	6x	9x	12x	18x	24x	36x
FULL PAGE	\$3,245	\$3,120	\$3,050	\$2,990	\$2,860	\$2,690	\$2,500	\$2,270
¾ PAGE	2,560	2,500	2,430	2,370	2,270	2,110	1,950	1,740
½ ISLAND	2,010	1,910	1,850	1,780	1,720	1,650	1,590	1,490
½ PAGE	1,820	1,720	1,670	1,650	1,590	1,490	1,400	1,300
¼ PAGE	1,300	1,230	1,170	1,140	1,070	1,010	970	910
¼ PAGE	970	920	880	840	810	750	650	620
¼ PAGE	810	780	760	710	680	620	580	550
COVER 2	\$3,750	\$3,600	\$3,530					
COVER 3	3,750	3,600	3,530					
COVER 4	3,890	3,730	3,660					

\*Cover rates apply to cover contracts only. Color extra.

2 COLOR†	\$490
4 COLOR†	890

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### Mechanical Requirements

Ad Sizes in Inches	Width	Depth
BLEED SIZE	8 $\frac{1}{8}$ " x	11"
TRIM SIZE	7 $\frac{7}{8}$ " x	10 $\frac{3}{4}$ "

Keep all live matter 3/8" inside trim.

Non-bleed Sizes	Width	Depth
FULL PAGE	7" x	10"
$\frac{2}{3}$ PAGE	4 $\frac{5}{8}$ " x	10"
$\frac{1}{2}$ PAGE, HORIZONTAL	7" x	4 $\frac{7}{8}$ "
$\frac{1}{2}$ PAGE, VERTICAL	3 $\frac{3}{8}$ " x	10"
$\frac{1}{2}$ PAGE, ISLAND	4 $\frac{5}{8}$ " x	7 $\frac{1}{2}$ "
$\frac{1}{3}$ PAGE, VERTICAL	2 $\frac{1}{8}$ " x	10"
$\frac{1}{3}$ PAGE, SQUARE	4 $\frac{5}{8}$ " x	4 $\frac{7}{8}$ "
$\frac{1}{4}$ PAGE, SQUARE	3 $\frac{3}{8}$ " x	4 $\frac{7}{8}$ "
$\frac{1}{6}$ PAGE, VERTICAL	2 $\frac{1}{8}$ " x	4 $\frac{7}{8}$ "

Ad Sizes in Millimeters	Width	Depth
BLEED SIZE	206mm x	279mm
TRIM SIZE	200mm x	273mm

Keep all live matter 10mm inside trim.

Non-Bleed Sizes	Width	Depth
FULL PAGE	178mm x	254mm
$\frac{2}{3}$ PAGE	118mm x	254mm
$\frac{1}{2}$ PAGE, HORIZONTAL	178mm x	124mm
$\frac{1}{2}$ PAGE, VERTICAL	86mm x	254mm
$\frac{1}{2}$ PAGE, ISLAND	118mm x	190mm
$\frac{1}{3}$ PAGE, VERTICAL	54mm x	254mm
$\frac{1}{3}$ PAGE, SQUARE	118mm x	124mm
$\frac{1}{4}$ PAGE, SQUARE	86mm x	124mm
$\frac{1}{6}$ PAGE, VERTICAL	54mm x	124mm

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