COMMON CONNECT
The official Journal of COMMON-A Users Group

2007 Media Kit

V7.4

COMMON
A USERS GROUP
COMMUNITY ~ EDUCATION ~ ADVOCACY

Publication Schedule

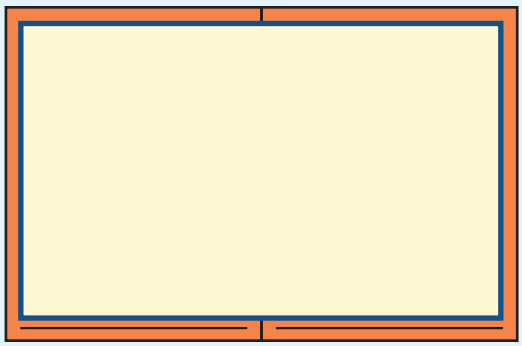
COMMON.CONNECT 2007 (Volume 4)

Contract Due	Materials Due	Inserts Due	Magazine Edition
January 1, 2007	January 10, 2007	January 26, 2007	Feb 2007 (V04N1)
March 1, 2007	March 14, 2007	March 30, 2007	Apr 2007 (V04N2)
2007 COMMON Annual Conference and Expo: April 29–May 3, 2007 — Anaheim, CA			
May 1, 2007	May 16, 2007	June 1, 2007	Jun 2007 (V04N3)
July 1, 2007	July 11, 2007	July 27, 2007	Aug 2007 (V04N4)
September 1, 2007	September 5, 2007	September 21, 2007	Oct 2007 (V04N5)
COMMON FOCUS 2007 (In-depth IT Education Event): October 14–17, 2007 — Columbus, OH			
November 1, 2007	November 7, 2007	November 23, 2007	Dec 2007 (V04N6)

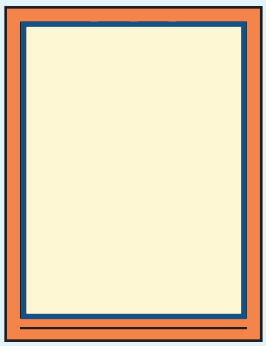
Materials or inserts are due on the dates shown. Cancellations prior to these closing dates must be received in writing. No cancellations are accepted after the closing dates. COMMON reserves the right to use previously run ad material if new materials have not been received by the deadline.

Standard Layouts

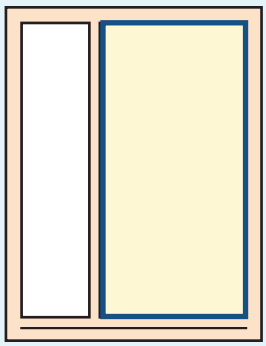
Full Page trim size: 8.25" x 10.75"



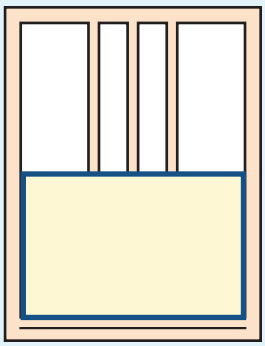
Two Page Spread
15.5” x 9.5” (or full bleed)



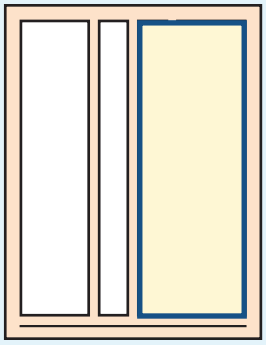
Full Page
7.25” x 9.5” (or full bleed)



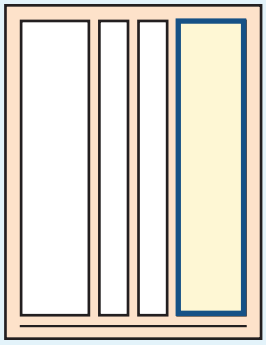
2/3 Page
4.75” x 9.5”



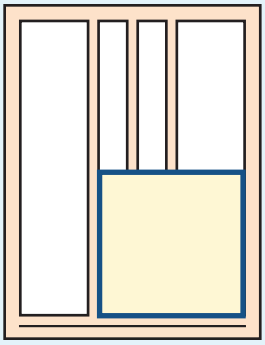
1/2 Page Horizontal
7.25” x 4.75”



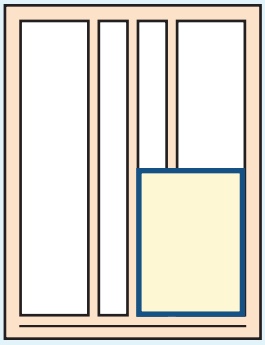
1/2 Page Vertical
3.5” x 9.5”



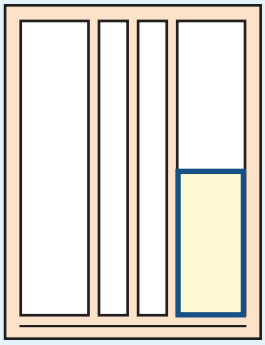
1/3 Page Vertical
2.25” x 9.5”



1/3 Page Square
4.75” x 4.75”



1/4 Page
3.5” x 4.75”



1/6 Page
2.25” x 4.75”

Advertising Rates

COMMON.CONNECT
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Full Color Placements	1X	3X	6X
	Base Rate	-10%	-15%
Premium Positions *			
Outside Back Cover (C4)	$9,750	$8,775	$8,288
Inside Covers (C2 & C3)	$9,250	$8,325	$7,863
Page One or Center Position	$7,500	$6,750	$6,375
Opposite TOC or President's Message	$7,000	$6,300	$5,950
Other Fixed Positions	$6,500	$5,850	$5,525

Volume Discounts:

* Only full page ads accepted in premium positions

Run of Book (General Space)			
Two-Page Spread (framed or bleeds)	$9,500	$8,550	$8,075
Full Page (framed or bleeds)	$6,000	$5,400	$5,100
2/3 Page	$4,500	$4,050	$3,825
Half Page	$3,000	$2,700	$2,550
1/3 Page	$2,250	$2,025	$1,913
1/4 Page	$1,750	$1,575	$1,488
1/6 Page	$1,500	$1,350	$1,275

Inserts (supplied by customer)			
Small (loose) Poly-bag Insert **	$4,000	$3,600	$3,400
Large (loose) Poly-bag Insert	$5,000	$4,500	$4,250
Blow-in (nested) Card Insert	$5,200	$4,680	$4,420
Fugitive Glued Card (on C1)	$7,200	$6,480	$6,120
Belly Band	$10,500	$9,450	$8,925

** Small Insert: less than trim size & less than 1 oz

Inserts (including cost of printing)			
Tip-in (bound) Card Insert	$6,400	$5,760	$5,440
Fugitive Glued Card (on C1)	$8,600	$7,740	$7,310
Belly Band	$11,800	$10,620	$10,030

Buyers' Guide (December issue)		
Standard Listing	(Free to sponsors)	$150
Main Logo		$500
Descriptive Paragraph		$350
Index Mini-logos	(3 for $400)	$150
Package (all of above)		$1100

Incentive Discounts:
ELITE Exhibitor _____ 5%
Media Continuity _____ 2%
Multiple Placements Per Issue _ 10%

Agency Commission:
Not included in prices.
(All rates are Net.)

All rates are in US Dollars.

Version: 7.4

2007 COMMON.CONNECT Media Kit

COMMON.CONNECT (the official journal of COMMON - A Users Group) is published six times per year, in each even-numbered month. The mandate of this magazine is to satisfy the following requirements:

- Provide an enhanced "member benefit" for the members of COMMON.
- Report on the recent activities of the COMMON membership and board.
- Establish a reputation as an excellent source of business and technical information.
- Create a vehicle in which COMMON members and industry experts can publish articles and announcements.
- Create a forum for information exchange about the IBM System i platform.
- Promote and foster participation in COMMON conferences and other member activities.

CIRCULATION

The magazine is sent to over 20,000 I/S professionals in the United States, Canada and other countries. The majority of our readers are individual members, members of user group affiliates, or employees of corporate members of COMMON.

CONTRACTS

Advertising placement contracts are handled by:

Sally Cottingham
Telephone: 773.477.4664
E-mail: sally_cottingham@common.org

Danna Winkler
Telephone: 312.279.0218
E-mail: danna_winkler@common.org

PAYMENTS

Advertisers are responsible for prompt payment. COMMON will invoice the advertiser after publication and will send two copies of the magazine as proof of insertion. Payment to COMMON must be received within 30 days of invoice date. Accounts more than 60 days delinquent may be prohibited from advertising in COMMON publications and/or exhibiting at conferences until payment is received. Volume and continuity discounts are available.

TECHNICAL SPECS

- Advertisements can be integrated into the magazine, or inserted as loose pre-printed brochures and flyers.
- All advertising content is subject to approval by the Editor-in-Chief and/or COMMON Headquarters.
- Page trim size: 8.25" x 10.75", portrait.
- Bleeds are accepted, at no extra charge. Please allow a minimum of ⅛" on all sides, (e.g., with the full page trim size of 8.25" x 10.75", the minimum page size with bleeds would be 8.5" x 11.0").
- Printing process: direct digital "computer-to-plate", sheet-fed offset technology, process four color mode (CMYK).
- Avoid fine serif faces, reverse type smaller than 8 points, and starburst graphics.

REQUIRED MATERIALS

1.) Preferred: IBM-PC compatible digital files, (e.g., AI, CDR, EPS, P65, INDD, TIF, JPG, PDF, etc.), at 300dpi resolution, in CMYK color mode (no spot, RGB, Lab, Indexed, ICC-based, or calibrated color), with all fonts imbedded/included, or converted to outlines; delivered via CD-ROM, ZIP disk, email, or FTP;

... or

2.) Original camera-ready artwork for scanning;

... or

3.) Customer supplied, pre-printed inserts (flyers).

Note: MAC files can be transferred to IBM PC – and layouts on film can be prepared for scanning – for a nominal fee.

DELIVERIES

Send all ad materials (except flyers) to the following address:

Eclipse Technologies Inc.
Docket: **COMMON.CONNECT**
6 Saffron Crescent, Toronto, Ontario, Canada M9C 3T9
Telephone: 416.622.8789
E-mail: vaughn@e-clipse.ca