

telepresence World (TPW) is the official publication of Hemisphere Expo Services, Inc., and publishes articles and case studies about telepresence research, technology, and applications. Issued 6 times a year digitally, **TPW** welcomes original articles on all aspects of telepresence, presence, and unified communications, with particular emphasis on how telepresence solutions may be used to enhance business, enterprise, educational, legal, medical, and governmental collaboration. Our audience includes: Business executives, including CEOs, CFOs, and CIOs; trade associations, telepresence solution providers; educators; scientists; personnel involved in the healthcare, finance, and legal industries; and those in the government and military sectors.



www.telepresencemagazine.com

DISTRIBUTION: Digital

SIZE: 8.5" x 11"

IMAGE RESOLUTION: No less than 300dpi

Advertising is interspersed throughout text.

ARTWORK: Should arrive as uncompressed press-ready Adobe PDF files. Distribution method allows for interactive display of flash video files if appropriate. For ads with multiple pages, each page must be sent as a separate file. Art may be sent by email attachment to TPWArtwork@telepresencemagazine.com if the file does not exceed 10MB. If over, artwork can be mailed on CD-ROM to Advertising Manager at address below or an upload site can be created. For the latter, please contact the Advertising Manager at Advertising@telepresencemagazine.com.

FREQUENCY RATES: Contract advertisers may purchase pages, in addition to the contract page or pages, at the consecutive rate. Failure to fulfill contract will result in a short-rate billing for all unearned discounts.

COMMISSIONS AND DISCOUNTS: 15% ad agency commission on space only. This discount is given to advertisers who use a professionally recognized ad agency and does not apply to in-house agencies.

ADDITIONAL CHARGES: Ad preparation costs will be billed at a minimum of \$50 per item or hour.

INFORMATION: Contact the Advertising Manager at Advertising@telepresencemagazine.com

MAILING INSTRUCTIONS: Send insertion orders and/or CD-ROMs to Advertising Manager, Telepresence World Magazine, PO Box 773813, Steamboat Springs, CO 80477-3813

Information is subject to change, updated February 2007.

DISPLAY RATES

Positions	One Issue	Two Consecutive	4 Consecutive
Full Page	\$2100	\$1950	\$1850
Half Page	\$1750	\$1650	\$1550
2-Page Spread	\$4500	\$4300	\$4100
Cover II	\$3500	\$3400	\$3300

ISSUE DATES AND PUBLICATION DEADLINES

Issue Date	Reservation	Artwork
March/April	3/2/2007	3/6/2007
May/June	4/25/2007	4/30/2007
July/August	6/25/2007	6/28/2007
September/October	8/21/2007	8/24/2007
November/December	10/16/2007	10/19/2007
January/February 08	12/20/2007	12/26/2008

MECHANICAL SPECIFICATIONS

Ad Size	Measurements
Full Page	8.5" x 11"
Half Page (horizontal)	8.5" x 5.5"
Half Page (vertical)	4.25" x 11"
Cover	8.5" x 11"