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## 2009 MEDIA KIT



[WWW.SYSTEMSCONTRACTOR.COM](http://WWW.SYSTEMSCONTRACTOR.COM) • [WWW.NBMEDIA.COM](http://WWW.NBMEDIA.COM)

MONTH	BUSINESS FOCUS	APPLICATION FOCUS	EQUIPMENT EMPHASIS	SHOW COVERAGE	DEADLINE
JANUARY/FEBRUARY	Building Automation	Education	Sound Reinforcement	InfoComm India	Space: 1/16/09 Materials: 1/20/09
MARCH/APRIL	Lighting & Video Convergence	Transportation & Infrastructure	Control Products	SMEA Abu Dhab	Space: 3/3/09 Materials: 3/9/09
MAY/JUNE	3D Visualization	Visitor Attractions	Digital Signage	InfoComm International	Space: 5/8/09 Materials: 5/12/09
JULY/AUGUST	Architecture & Interior Design	Theatres & Concert Halls	Furniture Solutions	PALME Asia	Space: 7/8/09 Materials: 7/14/09
SEPTEMBER/OCTOBER	Life Safety & Security	Rental & Staging	Audio & Video Conferencing	CEDIA Expo	Space: 9/10/09 Materials: 9/15/09
NOVEMBER/DECEMBER	Residential Market Trends	Places Of Worship	AV Signal Distribution	InfoComm China	Space: 10/17/09 Materials: 10/22/09

## DISTRIBUTION

- 15,000 print and electronic copies
- Sent to systems integrators, distributors, and dealers
- Distributed to Japan, Hong Kong, Australia, New Zealand, Middle East, India, and Southeast Asia (including Malaysia, Singapore, Thailand, Vietnam, Philippines, Myanmar, and Brunei)

### Sales Contact

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#### DAN GOLDSTEIN, EDITOR

Phone: +44 7796 692 383 | Email: dgoldstein@nbmedia.com



## Rate Card #25

Effective January 2009. All rates are in U.S. dollars and are per insertion.

### Covers (Includes 4/C Process and Bleed)

Front Cover Banner .....	\$3,960
Cover II .....	\$4,860
Cover III .....	\$4,680
Cover IV .....	\$5,040

### Add to 4-Color Rates

<b>2/Color Process</b>	<b>Page</b>
5th Color (PMS) .....	\$785
Metallic Ink .....	\$950

## 4-Color Print Advertising Rates

4-Color	1x	3x	6x
Tab	\$4,150	\$4,000	\$3,900
Tab Spread	7,200	7,000	6,800
Junior	3,600	3,500	3,350
Jr. Sprd 1/2 Tab	6,250	6,000	5,800
1/2 Pg Jr.	2,700	2,500	2,250
1/3 Pg Jr.	2,200	2,000	1,850
1/4 Pg Jr.	2,000	1,800	1,650
1/6 Pg Jr.	1,600	1,450	1,300

## Black & White Print Advertising Rates

B/W	1x	3x	6x
Tab	\$3,250	\$3,050	\$2,950
Tab Spread	6,000	5,800	5,580
Junior	2,650	2,500	2,400
Jr. Sprd 1/2 Tab	5,000	4,800	4,650
1/2 Pg Jr.	1,750	1,650	1,600
1/3 Pg Jr.	1,350	1,300	1,250
1/4 Pg Jr.	1,150	1,100	1,050
1/6 Pg Jr.	850	800	750

## Add to Black & White Rates

<b>2/Color Process</b>	<b>Page</b>
(Black plus cyan, magenta, yellow) .....	\$400
Matched 2nd Color .....	\$500
PMS 2nd Color .....	\$785
Metallic Ink .....	\$950

## Custom Marketing Solutions

### Reprints

Ordering reprints of articles that appear in [Systems Contractor News Asia](#) is an inexpensive and effective way to maximize your exposure in the market. PDFs are also available for website posting. Contact your sales rep today for details!

### List Rental

Reach highly responsive industry decision-makers. Demographic and purchasing authority selects are available. For more information, contact your sales rep today!

### Custom Publishing

Our design team provides a full range of custom publishing services, including print and electronic newsletters, catalogs and advertorials.

**For more information, or to reserve advertising space, contact your regional sales representative:**

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Phone: +44 7796 692 383 | Email: dgoldstein@nbmedia.com

Send Materials To: Systems Contractor News Asia, Production Department, 810 Seventh Avenue, 27th Floor, New York, NY 10019

# 2009 Advertising Dimensions

[information in this document is subject to change without notice]

## Material Instructions

**Method and Paper:** Web offset, coated text and cover, perfect bound.

**Bleed:** No additional charge. Minimum size 1/2-page horizontal.

## Electronically Provided Ads

Only high-resolution Adobe PDF files are accepted.

All electronic files must be accompanied by a laser proof. If a laser is not supplied, we cannot be responsible for reproduction quality. If a color proof is not supplied, we cannot be responsible for color reproduction quality.

## Submission Instructions

**Send Materials To:** Systems Contractor News Asia, Production Dept., 810 Seventh Avenue, 27th Floor, New York, NY 10019

**FTP site:** From any web browser, log onto: [www.ourftpsite.com](http://www.ourftpsite.com)

1. Under the GUEST log in choose your magazine
2. Domain: nbmedia  
Password: guest (in lower case)
3. Choose the "ADD" button and search for your document
4. Upload

Please make sure the advertiser's name is included in the file name. When uploading ads to the ftp site, please notify your sales representative and provide a color proof.

## Web Mechanical Specifications

Supplied materials should be no more than 530 pixels wide by no more than 72 pixels deep. GIF or JPEG formats are accepted, as are animated GIFS (which must be less than 24 kilobytes in size). A URL for hot link must be specified. Our production department will be happy to produce your Web advertising FREE of charge.

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## Advertising Dimensions

Ad Size	Width	Height
Trim:	10 3/8"	14 1/4"
Tabloid (non-bleed):	10"	13 1/2"
Tabloid (bleed):	10 3/4"	14 1/2"
Tabloid Spread (non-bleed):	20"	13 1/2"
Tabloid Spread (bleed):	21 1/2"	14 1/2"
Standard Page-Junior (non-bleed):	7"	10"
Standard Page-Junior (bleed):	7 1/2"	10 7/8"
Standard Spread (non-bleed):	14"	10"
Standard Spread (bleed):	15"	10 7/8"
1/2 Tabloid Page-Horizontal (non-bleed):	10"	7"
1/2 Tabloid Page-Horizontal (bleed):	10 7/8"	7 1/2"
1/2 Tabloid Spread-Horizontal (non-bleed):	20"	7"
1/2 Tabloid Spread-Horizontal (bleed):	21 3/4"	7 1/2"
1/2 Tabloid Page-Vertical (non-bleed):	4 5/8"	13 1/2"
1/2 Tabloid Page-Vertical (bleed):	5 1/4"	14 1/4"
2/3 Junior Page:	4 5/8"	10"
1/2 Junior Spread (non-bleed):	14"	4 7/8"
1/2 Junior Page-Island:	4 5/8"	7 3/8"
1/2 Junior Page-Horizontal:	7"	4 7/8"
1/3 Junior Page-Square:	4 5/8"	4 7/8"
1/3 Junior Page-Vertical:	2 3/8"	10"
1/3 Junior Page-Horizontal (non-bleed):	10"	3"
1/3 Junior Page-Horizontal (bleed):	10 3/4"	3 1/2"
1/4 Junior Page-Vertical:	3 1/2"	4 3/8"
1/4 Junior Page-Horizontal:	4 3/8"	3 1/2"
1/6 Junior Page-Vertical:	2 3/8"	4 7/8"
1/6 Junior Page-Horizontal:	4 7/8"	2 3/8"

Keep all essential live matter 1/4" inside trim all around.