

Editorial Calendar: Magazine



In every issue of RFID Journal:

Out in Front

Innovative and offbeat uses for RFID technology.

Perspective

Insightful analysis of the latest news and trends in the market.

Features

Probing important, sometimes controversial issues surrounding RFID adoption.

Product Developments

A guide to RFID hardware and software to help end users achieve business benefits.

Vertical Focus

Examining the business case for adoption of RFID in a particular industry, the state of adoption and the critical issues end users must overcome to achieve real business benefits.

2010 Special Editorial

JANUARY/FEBRUARY	MARCH/APRIL	MAY/JUNE
<p>PRODUCT DEVELOPMENTS: Middleware</p> <p>VERTICAL FOCUS: Automotive</p> <p>From tracking containers filled with parts coming into assembly plants to work-in-process and vehicles in yards after production, automakers are embracing RFID to cut costs and improve efficiencies in the manufacture and distribution of cars. Auto parts suppliers are also employing RFID to improve inventory accuracy and just-in-time delivery. Can RFID help the automotive industry eke out profits during these challenging times—or will carmakers lack the funds to invest in IT and put RFID projects on the back burner?</p>	<p>PRODUCT DEVELOPMENTS: NFC Payment Systems</p> <p>VERTICAL FOCUS: Aerospace</p> <p>The Air Transport Association approved RFID Data Structures for Spec 2000, paving the way for parts suppliers, airplane manufacturers, airlines and maintenance companies to adopt RFID to track parts. Will Boeing and Airbus require suppliers to tag parts? And how will supply-chain partners share data? Improved airline maintenance could reduce delays for passengers, who are frustrated by all the cuts to services. RFID could also help improve air travel by speeding up check-ins and tracking luggage.</p>	<p>PRODUCT DEVELOPMENTS: Printed Electronics</p> <p>VERTICAL FOCUS: Mining</p> <p>Mining companies around the world are adopting RFID to track assets above and below ground, and to improve worker safety. While the mining industry still faces challenges in deploying RFID in harsh and potentially dangerous environments, technology improvements have overcome many issues, such as maximizing read rates on metal parts.</p>
JULY/AUGUST	SEPTEMBER/OCTOBER	NOVEMBER/DECEMBER
<p>PRODUCT DEVELOPMENTS: Customer Retail Applications</p> <p>VERTICAL FOCUS: Construction</p> <p>Spurred by the recent economic downturn, many construction firms are examining their current processes and searching for ways to improve efficiencies and productivity, and decrease operational costs. RFID can play a key role in helping companies manage the inventory of materials arriving on a construction site, as well as reduce theft and help improve the management of tools and other critical assets. Two nonprofit organizations—FIATECH and the RFID in Construction Consortium—are working to address challenges, and provide research and education to industry members.</p>	<p>PRODUCT DEVELOPMENTS: RFID Tags/Sensors for Food Monitoring</p> <p>VERTICAL FOCUS: Health Care</p> <p>Hospitals are achieving real benefits—improved patient outcomes and/or a financial return on investment—from using RFID to monitor patients, track assets, collect information automatically and reduce medical errors. The challenge for medical facilities is to determine which of several technologies—including active, battery-assisted, passive (high-frequency and ultra-high-frequency), Wi-Fi, ZigBee and ultra-wideband—is best suited for their needs or can be integrated with their existing infrastructure. Also of concern is whether RFID can affect the performance of some medical devices.</p>	<p>PRODUCT DEVELOPMENTS: Anti-counterfeiting/Security Systems</p> <p>VERTICAL FOCUS: Entertainment/Hospitality</p> <p>In the multibillion-dollar global hospitality industry, hotels, resorts and restaurants are turning to RFID to gain a competitive advantage by personalizing the customer experience and making services more convenient. RFID-enabled wristbands that they can be used to make purchases and electronic keys to access guestrooms are becoming increasingly common at large resorts. Some establishments are also employing closed-loop RFID applications to monitor assets such as liquor, linens and casino chips.</p>

CALL OUR SALES TEAM TO CREATE A CUSTOMIZED INTEGRATED MARKETING CAMPAIGN TODAY!

Alan McIntosh | 212-584-9400 x 4 | amcintosh@rfidjournal.com | Matthew Singer | 212-584-9400 x 6 | msinger@rfidjournal.com

Qiu Qi | CHINA SALES REPRESENTATIVE | +86 137 1898 1204 | qiuqi@rfidjournal.com

Rate Card and Terms: Magazine Advertising

RFID Journal magazine, dedicated solely to RFID and its business applications, is the mission-critical resource for business executives and implementers responsible for putting rfid to work. The magazine is delivered to an audience of more than 12,000 per issue: 7,000 qualified RFID decision makers with an additional 5,000 copies distributed at industry events.

2010 Rate Card - General Advertising*

SIZE	1x	3x 5% discount	6x 10% discount
1/4 Pg Showcase	\$1,895	\$1,795	\$1,695
1/2 Page 4/C	\$3,445	\$3,275	\$3,095
Page 4/C	\$6,485	\$6,165	\$5,835
Inside Back Cover	\$7,345	\$6,975	\$6,605
Inside Front Cover	\$8,145	\$7,735	\$7,325
Back Cover	\$8,995	\$8,545	\$8,095
Spread 4C	\$13,495	\$12,825	\$12,145

*net rates | *ask your sales rep about our lead generating program

2010 Production Dates

ISSUE	Reserve Space	Materials Due	On Sale
Jan/Feb	Dec. 16	Dec. 21	Feb. 1
Mar/Apr	Feb. 17	Feb. 24	Apr. 1
May/June	Apr. 14	Apr. 21	June 1
Jul/Aug	June 16	June 23	Aug. 1
Sept/Oct	Aug. 11	Aug. 18	Oct. 1
Nov/Dec	Oct. 13	Oct. 20	Dec. 1

Ad Sizes

> SPREAD Trim: 10.875" x 16.75" Bleed: 11.125" x 17"	> HALF-PAGE Horizontal/Vertical Trim: (horizontal) 7.375" x 4.375" Trim: (vertical) 3.5" x 9.625"
> FULL PAGE Trim: 8.375" x 10.875" Bleed: 8.625" x 11.125"	> 1/4 PAGE Showcase Trim: 3.5" x 4.375"

Note: The RFID Journal production staff will help design your Showcase ad with your art and copy (advertisers can make up to three revisions; additional changes billed at \$70/hour).

2010 Technical Requirements

File Formats

- ▶ High resolution: 300 dpi
- ▶ TIF or EPS in Macintosh format
- ▶ Print resolution PDF

Images/Artwork

- ▶ Setup in CMYK
- ▶ High resolution: 300 dpi minimum

Software Accepted

- ▶ Quark XPress
- ▶ Adobe Photoshop
- ▶ Adobe InDesign
- ▶ Adobe Illustrator

Notes:

- ▶ We cannot accept film or graphics in PageMaker, PowerPoint or PC-only programs.
- ▶ Please provide proof for color matching. Special rates for metallic inks available. Please call for quote.
- ▶ Please remember to include bleed on your artwork.
- ▶ Discs accepted: Mac-formatted CD.
- ▶ Please remember to include crop marks.

ASK US ABOUT OUR SPECIAL INTEGRATED CAMPAIGN PACKAGES

Upload instructions for print advertisement artwork

Ftp site: <ftp://rfid.dyndns.org>
 User: **rfidup** | Password: **rfidup**
 Before uploading artwork, please call or email John Hull:
 416.461.7393 or jhull@rfidjournal.com

Terms:

- Publisher reserves the right to reject or cancel any advertisement at any time.
- Cancellations or changes in insertion orders must be in writing. Neither the advertiser nor its agency may cancel (or make changes to) insertion orders after closing date.
- In consideration of an advertisement, the advertiser and the agency, jointly and severally, agree to indemnify and hold harmless publisher, its officers, directors, agents and employees against expenses (including legal fees) and losses resulting from the publication of the contents of the advertisement, including, without limitation, claims or suit for libel, violation of privacy, copyright infringement, plagiarism or violations of any federal or state law, statute, act or regulation.
- Publisher shall not be liable for any failure to print, publish or circulate all or contained if such failure is due to acts of God, strikes, accidents or other circumstances beyond publisher's control.
- All advertisements must clearly and prominently identify the advertiser by trademark or signature. Advertisements prepared in editorial style of any kind may be subject to the inclusion of the word "advertisement" at the top.
- All advertising contract position clauses are treated as requests. Since editorial requirements change as issue production progresses, publisher cannot guarantee fixed positioning.
- Publisher is not responsible for errors in printing key numbers.
- Publisher may change the rates published herein at any time provided that no increase in rates will apply to advertisements whose closing date precedes the announcement of increased rates.
- In the event publisher does not receive payment, advertiser and/or its agency agree that they shall be jointly and severally liable for such monies as publisher is entitled to receive.
- In the event publisher does not receive payment or advertiser otherwise breaches the terms of this contract, advertiser and/or its agency shall pay all of publisher's costs and expenses in connection with enforcement and/or collection proceedings.

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