

## Integrated Programs for Advertisers

*RFID Journal* is the only media company totally focused on RFID, and it's the only RFID brand that offers a complete media platform of print, online and events. *RFID Journal* delivers timely, focused and objective information to senior decision makers in a variety of corporate job functions and continues to be a vital information resource for driving RFID purchase decisions and implementation strategies. This has made *RFID Journal* the most respected and relied upon RFID media brand. We have created integrated advertising programs for advertisers that want to reach this critical audience.

### RFID Journal Integrated Media Platform

**RFID Journal Bimonthly Magazine:** The print publication delivers an audience of 6,000 RFID decision makers who will spend millions of dollars annually on RFID and related products.

**Online and E-newsletters:** *RFID Journal* on the Web delivers real-time news and critical information on the latest RFID technologies, applications and deployments. *RFID Journal* is the fastest growing RFID-specific site, reaching more than 100,000 unique visitors each month.

**Events:** *RFID Journal* has catapulted to become the premier brand producing targeted, unique and educational face-to-face events that bring RFID buyers and sellers together.

### Integrated Media Benefits

- Deliver consistent product messages and solidify brand identity at all stages of the buying process
- Establish a leadership position in an emerging market
- Surround targeted RFID buyers and encourage them to take action
- Efficiently accelerate the buying process and deployment cycle



### RFID Journal Integrated Advertising Programs

Marketers seeking to reach *RFID Journal's* audience through a variety of media can take advantage of integrated cross-platform discounts. Discounts across print, online and event platforms apply as follows:

	<b>5% discount</b>	<b>7.5% discount</b>	<b>10% discount</b>
<b>Magazine</b>	Minimum of three pages in 2005	Minimum of five pages in 2005	Six pages in 2005
<b>Online</b>		And minimum of 300,000 advIEWS online	And minimum of 500,000 advIEWS online
<b>Events</b>		Or minimum Gold level sponsorship of RFID Journal LIVE!	And minimum Gold-level sponsorship of RFID Journal LIVE!

*RFID Journal* is the only site on the Internet where you are guaranteed to reach your target audience: buyers of RFID technology. Our audience continues to grow rapidly. As a value-added service, *RFID Journal* offers each advertiser access to a secure online portal that provides real-time statistics about how their banners are performing. With a few clicks, you can view monthly, weekly, daily and hourly statistics, and export reports into Microsoft Excel.

## Target Your Ads

*RFID Journal* offers two classes of ads to help you achieve your advertising objectives.

### Premier Banner

Banner ads appear at the top of Web pages, to the right of the *RFID Journal* logo.

Dimensions: 470 pixels by 60 pixels high  
 Run of Site Rate: \$45 CPM  
 With targeting: \$60 CPM

### Premier Emblem

Premier Emblems run on the top right-hand side of Web pages.

Dimensions: 175 pixels by 150 pixels high  
 Run of Site Rate: \$30 CPM  
 With targeting: \$45 CPM

### Premier Tab

The Premier Tab runs on the left-hand side of Web pages, under the global navigation bar.

Dimensions: 170 pixels by 70 pixels high  
 Run of Site Rate: \$20 CPM  
 With targeting: \$30 CPM

### Page Emblems

Page Emblems run on the right-hand side of Web pages, under the Premier Emblems

Dimensions: 175 pixels by 150 pixels high  
 Run of Site Rate: \$20 CPM  
 With targeting: \$30 CPM

### Page Tabs

Page Tabs run down the left-hand side of Web pages, under the Premier Tab.

Dimensions: 170 pixels by 70 pixels high  
 Run of Site Rate: \$12 CPM  
 With targeting: \$17 CPM

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## Targeting Options

1. Targeting by keyword. You can have your ad appear on pages with certain key words, such as EPC, ISO or supply chain. It will appear on other pages as well, but this ensures you hit people interested in a particular topic.
2. Targeting by time. You can have your ad appear only on certain days of the week and/or certain hours of the day.
3. Targeting by user. The ad can be shown once to users and then not shown to them again for an hour, two hours or a whole day. This ensures that you reach as many different people as possible.
4. Targeting by geography. You can show your ad only to people logging on from Canada or Japan or any other country or U.S. state. This ensures you reach people in your target market.

## Newsletter Advertising

The *RFID Journal* weekly newsletter is distributed globally. We have a “double opt in” policy to guarantee that our list of subscribers includes only people who have signed up for the newsletter and clicked on a link in a confirmation e-mail to activate their account.

### Total current subscribers: 8,000

	1x	3x	6x	12x
Primary text ad	\$1,200	\$1,140	\$1,080	\$1,020
Secondary text ad	\$750	\$695	\$675	\$635
Primary banner	\$600	\$570	\$540	\$510
Secondary position	\$400	\$380	\$360	\$340

Prices are per week. Click through rate data available upon request.

**Delivery:** Thursdays, 9:00 p.m. EST

Text ads consist of 4 lines of text, with 70 characters per line (including spaces). Fifth line is a live link to your URL

**Additional lines** (in excess of 4): \$200 per line

**Important:** Ad copy is due a minimum of two business days prior to scheduled run date. A 50% cancellation fee will apply.

## Terms for Online Advertising

All rates are at net cost  
Prices are per CPM (thousand page views)  
Minimum 50,000 page views

### Production Requirements

Accepted formats: JPEG, GIF, Image Map, HTML, Flash.  
Ads can loop a maximum of four times.

### Premier Banner

Dimensions: 470 by 60 pixels high  
Maximum file size: 15k  
Maximum loops: 4  
Maximum slides: 5

### Emblem Ads

Dimensions: 175 pixels by 150 pixels high  
Maximum file size: 12k  
Maximum loops: 4  
Maximum slides: 5

### Tab Ads

Dimensions: 170 pixels by 70 pixels high  
Maximum file size: 10k  
Maximum loop: 4  
Maximum slides: 4

## Notes

**Due dates:** Insertion orders and creative must be received 5 business days prior to flight date. For third party or rich media ads, please allow 7 business days prior to flight date for testing purposes. Your impression buy is not guaranteed until a signed insertion order is received by *RFID Journal*.

**Tracking and reporting:** *RFID Journal* gives advertisers access to online performance reports, which include impressions, clicks and yield. Complete instructions including URL, username and password are sent upon flight date.

**Guarantee:** All *RFID Journal* schedules are 100% guaranteed based on traffic. In the event of a shortfall, we will deliver make-good impressions during or immediately following the flight.

**Creative may be changed** on a monthly or bi-weekly basis, if set up prior to campaign start.

**4.0 browser** compliant and rich media ads must detect for browser or appropriate plug-in. If these are not present, you must serve a GIF.

**Video, pop-up** or sound are not accepted.

**Animated ads** should loop no more than 4 times and have no more than 4 slides.

**Ads must not resemble** *RFID Journal* editorial content and must not include reference to *RFID Journal* unless part of an authorized partnership.

**Click counting** is not guaranteed by *RFID Journal* for third party or rich media ads.

**All creative submissions** are subject to *RFID Journal* approval. We retain the right to pull any campaign for any reason (such as questionable content, broken images or links, interference with our site or user experience, or conflicts with *RFID Journal's* own products or advertising).

## RFID Journal Magazine Editorial Calendar

In every issue of *RFID Journal*, you'll find:

### Out in Front

A look at innovative and offbeat uses for RFID technology.

### Perspective

*RFID Journal* provides an insightful analysis of the latest news and trends in the market.

### Case Study

An in-depth look at how one end-user company is benefiting from RFID technology.

### Features

*RFID Journal* probes the most important and sometimes controversial issues surrounding RFID adoption.

### Vertical Focus

In each issue, *RFID Journal* examines the business case for adoption of RFID in a particular industry, the state of adoption and the critical issues that end users must overcome to achieve real business benefits. *RFID Journal* will focus on these industries in 2005:

**February:** National Defense

**April:** Consumer Electronics

**June:** Pharmaceuticals

**August:** Logistics

**October:** Chemicals

**December:** Industrial manufacturing

### Special Reports

*RFID Journal* helps end-users determine which technology providers can meet their needs and solve their problems. *RFID Journal* will focus on these market segments in 2005:

**February:** RFID tags and labels: This special report includes data from RFID Alliance Lab, an independent testing facility set up at the University of Kansas with the support of *RFID Journal*. We also profile the key providers of RFID labels, label printers and label applicators, and examine their ability to meet expected demand.

**April:** RFID readers: What are the critical features companies need to have in an RFID reader? *RFID Journal* explains the key purchase criteria and profiles the reader manufacturers that can meet these demands.

**June:** Systems integrators/business consultants: It's essential for end users to develop a business case for RFID and reengineer their business processes. A successful deployment may hinge on hiring the right systems integrator or business consultant. This special report helps companies choose wisely.

**August:** Payment systems: RFID isn't just for tracking cases in the supply chain. It's catching on quickly as a method of facilitating purchases normally made with cash. Consumers love the technology for its convenience—just swipe a transponder and you're done—and retailers like the fact that the convenience breeds loyalty. But not all payment systems are alike. This special report looks at the different offerings from the leading providers.

**October:** Warehouse and transportation management software: It's all about data. More specifically, RFID is all about turning data on a tag into information that drives real business benefits. Companies need to understand which warehouse and transportation management applications will deliver cost savings and efficiency, and how to upgrade their systems in a cost-effective way.

**December:** Security systems: RFID technology is being used to control access to buildings and parking lots, and to secure distribution yards and other facilities. The technology can even be combined with biometrics to positively identify people. This special report focuses on how companies can use RFID security applications to protect their businesses and which technology providers can help them.

## RFID Journal Magazine Rates

### 2005 Rate Card - General Advertising

Size	1x	3x	6x
Spread 4C	\$12,350	\$11,720	\$11,105
Back Cover	\$ 8,135	\$ 7,735	\$ 7,325
Inside Cover	\$ 7,400	\$ 7,030	\$ 6,665
Page 4/C	\$ 6,175	\$ 5,860	\$ 5,550
1/2 Page 4/C	\$ 3,080	\$ 2,930	\$ 2,775
1/4 Page Showcase	\$ 1,585	\$ 1,545	\$ 1,420

### Production Dates

Issue	Reserve Space	Materials Due	On Sale
January/February	Dec. 17	Jan. 5	Feb. 1
March/April	Feb. 16	March 3	April 1
May/June	April 13	May 4	June 1
July/August	June 15	July 6	Aug. 1
September/October	Aug. 12	Sept. 5	Oct. 1
November/December	Oct. 14	Nov. 2	Dec. 1

## Production Requirements for RFID Journal Magazine

### Spread

Trim: 10.875" x 16.75"

Bleed: 11.375" x 17.25"

### Full Page

Trim: 8.375" x 10.875"

Bleed: 8.875" x 11.375"

### Half Page Horizontal/Vertical

Trim: (horiz.) 7.375" x 4.375"

Trim (vertical) 3.5" x 9.625"

### 1/4 Page Showcase

Trim: 3.5" x 4.375"

Our production staff will design Showcase ads with your art and copy. Advertisers can make up to three revisions. Additional changes will be billed at an hourly rate of \$70.

### 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 In Design
- Adobe Photoshop
- 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.
- Bleed charge: 15%. Please remember to include bleed on your artwork.
- Discs accepted: Mac-formatted CD.
- Please remember to include crop marks.

### Terms

1. Publisher reserves the right to reject or to cancel any advertisement at any time.
2. Cancellations or changes in insertion orders must be in writing. Neither the advertiser nor its agency may cancel (or make changes in) insertion orders after closing date.
3. 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.
4. 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.
5. 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.
6. All advertising contract position clauses are treated as requests. Since editorial requirements change as issue production progresses, publisher cannot guarantee fixed positioning.
7. Publisher is not responsible for errors in printing key numbers.
8. 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.
9. 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.
10. 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.