## Editorial Calendar: Magazine

### 2012 Special Editorial

<table>
<thead>
<tr>
<th>JANUARY/FEBRUARY</th>
<th>MARCH/APRIL</th>
<th>MAY/JUNE</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>PRODUCT DEVELOPMENTS:</strong></td>
<td><strong>SPECIAL 10-YEAR ANNIVERSARY ISSUE</strong></td>
<td><strong>PRODUCT DEVELOPMENTS:</strong></td>
</tr>
<tr>
<td>Data Server Energy-Management Systems</td>
<td>RFID Journal Awards Issue</td>
<td>Tool Tracking</td>
</tr>
<tr>
<td>VERTICAL FOCUS: Defense</td>
<td>VERTICAL FOCUS: Education</td>
<td>Vertical Focus: Consumer Electronics</td>
</tr>
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The U.S. Department of Defense (DOD), an early adopter of RFID, is expanding its use of the technology to better manage supply chains. As part of this initiative, a growing number of suppliers are being asked to tag goods before shipping them to the agency. But suppliers can benefit from using RFID internally to lower costs, improve security and expedite payments from the military.

Some schools and universities are employing RFID to track assets, while others are using the technology to help keep students safe. But tracking children raises privacy issues that must be addressed.

### JULY/AUGUST

**PRODUCT DEVELOPMENTS:**
- Embedded RFID

**VERTICAL FOCUS:**
- Financial Services

Financial-services firms are using RFID to track IT assets, storage media and other critical business elements. Some banks are adopting the technology to improve security and customer services. In addition, RFID is increasingly being employed for financial transactions. And insurance companies are recommending the technology to help lower premiums.

### SEPTEMBER/OCTOBER

**PRODUCT DEVELOPMENTS:**
- NFC Applications

**VERTICAL FOCUS:**
- Manufacturing

Manufacturing companies across many industries are employing RFID to achieve major benefits, both in their supply chains and within their factory and warehouse operations. This can be accomplished cost-effectively by tracking reusable containers, work-in-process, parts and finished inventory.

### NOVEMBER/DECEMBER

**PRODUCT DEVELOPMENTS:**
- Tool Tracking

**VERTICAL FOCUS:**
- Consumer Electronics

Consumer electronics manufacturers and retailers have long considered RFID for tracking devices, but challenges—including technology costs and the difficulty of tagging metallic products—have hampered adoption. Now, the industry may be ready to employ RFID to track items from cradle to grave.
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 7,000 per issue: 7,000 qualified RFID decision makers with additional copies distributed at industry events.

2012 Rate Card - General Advertising*

<table>
<thead>
<tr>
<th>SIZE</th>
<th>1x (5% discount)</th>
<th>3x (10% discount)</th>
</tr>
</thead>
<tbody>
<tr>
<td>1/4 Pg Showcase</td>
<td>$1,895</td>
<td>$1,795</td>
</tr>
<tr>
<td>1/2 Page 4/C</td>
<td>$3,445</td>
<td>$3,275</td>
</tr>
<tr>
<td>Page 4/C</td>
<td>$6,485</td>
<td>$6,165</td>
</tr>
<tr>
<td>Inside Back Cover</td>
<td>$7,345</td>
<td>$6,975</td>
</tr>
<tr>
<td>Inside Front Cover</td>
<td>$8,145</td>
<td>$7,735</td>
</tr>
<tr>
<td>Back Cover</td>
<td>$8,995</td>
<td>$8,545</td>
</tr>
<tr>
<td>Spread 4C</td>
<td>$13,495</td>
<td>$12,825</td>
</tr>
</tbody>
</table>

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

2012 Production Dates

<table>
<thead>
<tr>
<th>ISSUE</th>
<th>Reserve Space</th>
<th>Materials Due</th>
<th>On Sale</th>
</tr>
</thead>
<tbody>
<tr>
<td>Jan./Feb.</td>
<td>Dec. 27</td>
<td>Jan. 3</td>
<td>Feb. 1</td>
</tr>
<tr>
<td>Mar./Apr.</td>
<td>Feb. 22</td>
<td>Mar. 1</td>
<td>Apr. 1</td>
</tr>
<tr>
<td>May/June</td>
<td>Apr. 25</td>
<td>May 2</td>
<td>June 1</td>
</tr>
<tr>
<td>July/Aug.</td>
<td>June 27</td>
<td>July 4</td>
<td>Aug. 1</td>
</tr>
<tr>
<td>Sept./Oct.</td>
<td>Sept. 1</td>
<td>Aug. 24</td>
<td>Oct. 3</td>
</tr>
<tr>
<td>Nov./Dec.</td>
<td>Oct. 24</td>
<td>Nov. 1</td>
<td>Dec. 1</td>
</tr>
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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).

2012 Technical Requirements

File Formats

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

Images/Artwork

- Setup in CMYK
- High resolution: 300 dpi minimum

Software Accepted

- Quark XPress
- 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.

Upload instructions for print advertisement artwork

Before uploading artwork, please call or email John Hull:
416.461.7393 or jhull@rfidjournal.com

Terms:

1 Publisher reserves the right to reject or 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 to) 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 prepared in editorial style of any kind may be subject to the inclusion of the word “advertisement” at the top.
7 Publisher cannot guarantee fixed positioning.
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.