

CAREER COMMUNICATIONS GROUP, INC.

2009 EDITORIAL CALENDAR

ADVERTISING MATERIAL DEADLINES:

WINTER

Ad material deadline: January 21, 2009
US Black Engineer & Information Technology —
Black Engineer of the Year (BEYA) Edition

- Black Engineer of the Year Award Winners

SPRING

Ad material deadline: April 17, 2009
US Black Engineer & Information Technology —
Historically Black Colleges and Universities (HBCUs)
Feature: Top Supporters. The annual survey of organizations that contribute the most to HBCU engineering colleges.

SPRING

Ad material deadline: May 11, 2009
Women of Color —

FALL

Ad material deadline: August 24, 2009
Hispanic Engineer & Information Technology —
Diversity Careers Edition

- The Most Important Hispanics in Technology
- Top Hispanic in the Military and SES

FALL

Ad material deadline: September 8, 2009
US Black Engineer & Information Technology —
Best Employers Edition

FALL

Ad material deadline: September 30, 2009
Women of Color —
Women of Color STEM Conference Edition

- Women of Color STEM Award Winners

WINTER

Ad material deadline: November 8, 2009
US Black Engineer & Information Technology —
Diversity Careers Edition

- The Most Important Blacks in Technology feature
- Top Blacks in the Military and Senior Executive Service (SES) Personnel

2009 FEATURE TOPICS UNDER CONSIDERATION INCLUDE:

- Build They Must: Trends in Construction Engineering
- Cloud Computing
- Standing Guard: Emerging Careers in Homeland Security
- What's New in Computer Science at HBCUs
- Winning Design: Architects and Architecture Firms
- Opportunities in Management Consulting, the National Academies of Science
- Best Graduate Engineering Programs for blacks and Hispanics

* Schedule is subject to change.

CONFERENCE DATES AND LOCATIONS:

February 18–22, 2009

BEYA: Science, Technology Engineering and Math (STEM) Global Competitiveness Conference
Hilton Baltimore Hotel
Baltimore, MD
www.beya.org

October 29–31, 2009

Women of Color Science, Technology Engineering and Math (STEM) Conference
Hilton Anatole Hotel
Dallas, TX
www.womenofcolor.net

NOMINATION DEADLINES:

Women of Color STEM Awards 2009 Nomination
(Women of Color STEM Awards Conference 2009)
4/30/2009
Featured in: *Women of Color* — Conference Edition 2009

Rising Stars of Technology 2009 Nomination
(Women of Color STEM Awards Conference 2009)
5/15/2009
Featured in: *Women of Color* — Conference Edition 2009

Technology All-Stars 2009 Nomination
(Women of Color STEM Awards Conference 2009)
5/15/2009
Featured in: *Women of Color* — Conference Edition 2009

Black Engineer of the Year Awards 2010 Nomination
(BEYA STEM Global Competitiveness Conference)
8/31/2009
Featured in: *US Black Engineer & Information Technology* —
Conference Edition 2010

Modern-Day Technology Leaders Nomination
(BEYA STEM Global Competitiveness Conference)
9/15/2009
Featured in: *US Black Engineer & Information Technology* —
Conference Edition 2010



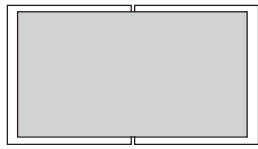
729 E. PRATT STREET • SUITE 500 • BALTIMORE MD 21202
Phone 410/244-7101 | Fax: 410/752-1834 | www.ccmag.com

Celebrating diversity. Committed to e-quality.

CAREER COMMUNICATIONS GROUP, INC.

2009 Mechanical Requirements

Trim size: 8.125" x 10.875" | Live area: 7.625" x 10.375" | Bleeds .25 from trim area



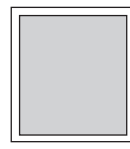
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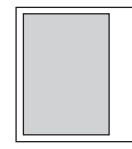
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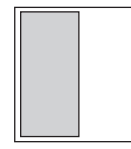
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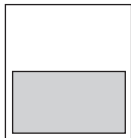
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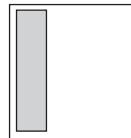
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tall



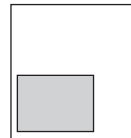
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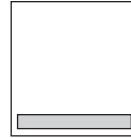
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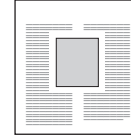
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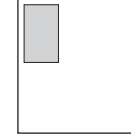
1/3 page horizontal
4.625" wide by 5" tall



1/8 page strip
7" wide by 1.25" tall



1/3 page center island ad
3" wide by 4.5" tall



1/6 page
2.125" by
5" tall

Ad Production Guidelines:

Files must be saved as a press optimized PDF file with fonts embedded with all ads. Images are to be in CMYK format, and should be high-resolution (at least 300 dpi). JPEG, GIF, BMP, or PICT files are not accepted and should not be used. Include all screen and printer fonts needed in the document and all fonts used in any EPS of the document. TrueType fonts and multiple master fonts are not accepted and should not be used.

Send materials to your account executive's email.

OR

FTP:

Host: ftp.powweb.com
User name/ID: publishingads
Password: ccgmag729#

Files should be saved in the folder "Upload Ads Here". Each publication has a designated folder. Place ads in the appropriate folder. (A fax must accompany any file placed on the FTP server. This fax should include the name of the file, in which magazine issue the ad is to be placed, and a thumbnail of the ad itself. Fax number is 410-752-1834.)

Postal:

Career Communications Group Inc.
Attention: Art Director
729 East Pratt Street, 5th Floor
Baltimore, MD 21202
410.244.7101 • Fax 410.752.1834

Photo Guidelines:

These guidelines apply to all Career Communications Group publications. To ensure the quality of our publications, we have established the following guidelines for photography used.

Full or quarter-body action shots are preferred over headshots. Try to show the subject interacting comfortably in a familiar environment. Please avoid bright backgrounds such as hot pink, fluorescent green etc., cluttered desk or background area. Also, avoid sending inkjet printouts of photos.

1. Color photographs - maximum size 8x10"; minimum size 5x7".
2. Black and White photographs - maximum size 8x10"; minimum size 5x7".
3. Digital photographs—High-resolution only. Minimum 300 dpi resolution. EPS, JPEG, or TIFF format. Minimum size 5x7". **Please do not send photos in Microsoft Word or in PowerPoint.** Save files as "firstname_lastname.filetype," such as "John_Smith.jpg."
4. Color 35mm slides.

For further information, please contact the Production Department at artdirector@ccgmag.com

Career Communications Group, Inc.
729 East Pratt Street, 5th Floor
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410.244.7101 • Fax 410.752.1834

Advertising Rates

US Black Engineer & Information Technology, Hispanic Engineer & Information Technology, Science Spectrum, and Women of Color Magazine

B/W	1x	2x	4x
Full-Page	\$5085	\$4576	\$4323
2/3-Page	\$3990	\$3591	\$3391
1/2-Page	\$3195	\$2875	\$2716
1/3-Page	\$2798	\$2517	\$2378
2-Color	1x	2x	4x
Full-Page	\$5835	\$5251	\$4960
2/3-Page	\$4740	\$4266	\$4029
1/2-Page	\$3945	\$3550	\$3354
1/3-Page	\$3548	\$3193	\$3015
3/4-color	1x	2x	4x
Full-Page (Standard-Level)	\$6360	\$5724	\$5406
2/3-Page (Value I)	\$5265	\$4739	\$4475
1/2-Page (Value II)	\$4470	\$4023	\$3800
1/3-Page (Value III)	\$4073	\$3665	\$3461
Back Cover (Premium-Level)	\$7125	\$6413	\$6056
Inside Cover (Premium-Level)	\$7125	\$6413	\$6056

Corporate-Level Package \$12990

Web Marketing Package \$1500

Special College Rates

Full-Page	2/3-Page	1/2-Page	1/3-Page	1/6-Page
\$3810	\$2993	\$2125	\$1500	\$900

Add 5 percent premium for these special positions: Center Spread, Page One, Opposite Inside Cover, Opposite Feature Article, Last Page, Opposite Inside Back Cover, Opposite Publisher's Page/Editor's Page, Opposite Table of Contents, Right and Left Pages Opposite Résumé Cards.

Send materials to:
Advertising Department



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