

Integrated Marketing to Drive Your Brands.

Collaborate. Innovate. Accelerate.

Controlled Environments Magazine is the authoritative voice in the cleanroom manufacturing production process, covering all aspects of prevention, detection and control in the cleanroom environment, with a wide array of the most current and accurate information available on technologies, products, industry trends, and solutions.

Harness Controlled Environments Subscriber Buying Power.

Marketers running complex, cross-channel, integrated marketing communication programs ultimately are looking for one thing—sales leads. Results from a recent reader survey portray a compelling reason to put your brands in front of the *Controlled Environments* audience. 64% of subscribers plan to purchase clean manufacturing equipment, products and services in the 2012 calendar year.

At *Controlled Environments Magazine*® our objective is to complement and reinforce the market impact of your brands using an integrated marketing approach which includes a wide spectrum of options. *Controlled Environments Magazine*® is at the focal point of electronic, print and social media outlets fueling the various ways that consumers want to receive the content.



The Integrated Media Mix. The marketing strategy for complex engineered products and services must meet three key objectives:

- Building the Brand
- Customer Education
- Lead Generation

Print display advertising remains the cornerstone of successful industrial marketing, and offers more value in today's media mix than ever before. Traditional print media delivers a perception of value and brand quality to a highly qualified audience. In fact, a strong recognizable brand is essential to capitalize on expansion into online electronic advertising. Buyers seek to purchase from advertisers that are a known commodity with long-term brand health and awareness. Print advertisements are more permanent and accessible than online advertisements, allowing brand messages to benefit from a longer lifecycle. In all likelihood it is difficult, or next to impossible, to run an exclusive online electronic advertising program if no one knows who you are.

Expanding Your Media Mix with Controlled Environment's new

Offerings. As you consider the disbursement of the advertising spend, the optimal mix seemingly places the majority of the budget allocation into print advertising in order to build the brand, leaving some percentage of the marketing budget dedicated to online electronic advertising such as website advertising, e-Newsletters, Microsites and Buyer's Guide listings.

By utilizing an integrated marketing media approach, you can best attain the optimal advertising and marketing objectives—including increasing brand awareness and image, providing customer education and service, and generating quality leads.

Let *Controlled Environments Magazine* sales representatives help create an advertising package for you that incorporates all the key elements for multimedia advertising success. Put our expertise to work in creating the brand awareness and social marketing mix to reach your targeted audience.

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Buyer's guide **8**

Daily newsletter **11**

Digital edition **9**

Lead generation **12**

Integrated Media Mix: Delivering Solutions to Meet Client Needs

	Brand Building	Lead Generation	Education
Print Advertising			
Website Advertising			
Microsites			
Buyer's Guide Listings			
Webinars			
Custom Email			
Product Showcase			
e-Newsletters			
CE Connect			

Did You Know?* Results from a recent survey showed that **90%** of respondents actively read the advertisements in *Controlled Environments Magazine*. **95%** rated *Controlled Environments Magazine* advertising content as “valuable”.

Controlled Environments Reader Engagement. *Controlled Environments Magazine* survey data provides unique insight into engagement with the publication and multimedia mix.

100% of readers surveyed say *Controlled Environments Magazine* is a useful resource for information.

78% of readers surveyed say that they have used information gained from *Controlled Environments Magazine* in their workplace.

In the past year, **50%** of readers surveyed have actually purchased, specified, or recommended a product they have seen in *Controlled Environments Magazine* or the e-Newsletter.

Years of focus and dedication have earned us a large and loyal audience of decision makers in the cleanroom industry including Regulatory Specialists, Product Sterility Managers, Directors of Quality Assurance, Principle Engineers, Cleanroom Operations Managers, and more.

*Based on Publisher's own data August 2011

2012 print magazine Circulation

With circulation of 20,000, a total circulation of over 51,800 including pass-along, *Controlled Environments* has engaged readership in the clean manufacturing community.

circulation by **Industry**

Life Science

73%

Microelectronics

27%

circulation by **Job Function**

	Engineer	QC/QA	Management	Design/ Build/Consult	Other
Life Science	37%	12%	10%	9%	5%
Microelectronics	16%	1%	6%	3%	1%

*Based on Publisher's own data July/August 2011

Editorial Calendar

Controlled Environments Magazine provides news and technical information to contamination control professionals working in Life Sciences, Microelectronics, and other advanced applications. With timely articles and expert advice, the publication delivers accurate original content on topics ranging from pure materials through protective packaging, from state-of-the-art facility construction through day-to-day cleaning and control challenges affecting quality and yield.

Issue Date	Press Release Deadline	Editorial Topics	Product Focus	Bonus Distribution*
January	November 15, 2011	Facility Design	Cleanroom Consumables and Supplies	
February	December 15, 2011	Modular Cleanrooms	Cleanroom Equipment	
March	January 20, 2012	Cleanroom Cleaning	Monitoring Equipment/ Particle Counting	
April Buyer's Guide	February 20, 2012	HVAC Systems	INTERPHEX Showcase	<ul style="list-style-type: none"> • INTERPHEX NY • PDA • ESTECH
May	March 20, 2012	Standards/Regulatory Process	Benches, Storage, Furniture, Equipment	
June	April 16, 2012	AMC Control	Cleanroom Apparel	<ul style="list-style-type: none"> • PDA Sterile Technologies
July/August	May 21, 2012	Isolation Technology	SEMICON West Showcase	<ul style="list-style-type: none"> • SEMICON West • American Glovebox Society
September	July 20, 2012	Cleanroom Basics	ISPE Showcase	<ul style="list-style-type: none"> • ISPE Boston • PDA/FDA Meeting • EOS-ESD • INTERPHEX Puerto Rico
October	August 20, 2012	Facility Monitoring	Cleanroom Components	<ul style="list-style-type: none"> • IEST Fall Conference
Nov/Dec	September 21, 2012	Contamination Control	Gloveboxes/Isolators/ Safety Equipment	

*Bonus Distribution subject to change

Expert Columns

Contamination Control In and Out of the Cleanroom:

Ed and Barbara Kanegsberg cover topics on critical and precision cleaning, surface preparation, and contamination control.

C4: Critical Cleaning for Contamination Control:

John Durkee, Ph.D., P.E. speaks out on the real meaning of critical cleaning.

Nanotech Facilities:

Ahmad Soueid, AIA, LEED® AP offers expertise on nanotech facility design and requirements.

Regulatory Forum: Bikash Chatterjee covers topics relating to facilities and strategic planning.

Ask Jan: Jan Eudy discusses cleanroom garments and protocols.

Product News

The editors of *Controlled Environments Magazine* want to help promote your company and products for **FREE**.

Press Release Submission Guidelines

Please send your product, news, literature and event announcements electronically to: editors@cemag.us

Text: Attach as a Microsoft Word file (.txt, .doc or .docx)

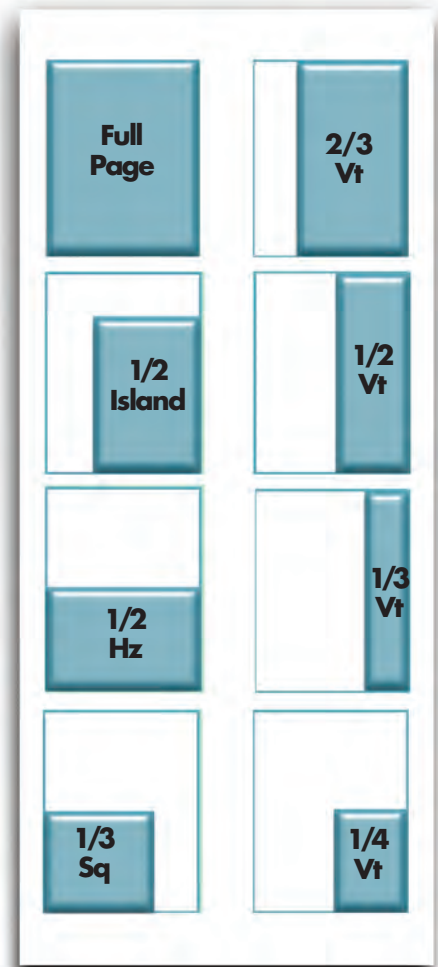
Images: Attach (.tif, .eps, or .jpg)

Press releases and article queries can be sent to editors@cemag.us

Advertising Rates 2012

Reach the people who specify, influence, recommend or buy products and services.

	4 ^{Color}	1 ^x	3 ^x	6 ^x	9 ^x	12 ^x
Full Page	\$7,970.00	\$7,065.00	\$6,805.00	\$6,520.00	\$6,230.00	
2/3 Page Vertical	\$6,855.00	\$6,085.00	\$5,845.00	\$5,710.00	\$5,520.00	
1/2 Page Island	\$5,810.00	\$5,180.00	\$4,995.00	\$4,805.00	\$4,615.00	
1/2 Page Horiz	\$5,225.00	\$4,535.00	\$4,485.00	\$4,305.00	\$4,110.00	
1/2 Page Vertical	\$5,225.00	\$4,535.00	\$4,485.00	\$4,305.00	\$4,110.00	
1/3 Page Square	\$3,695.00	\$3,250.00	\$3,060.00	\$2,860.00	\$2,680.00	
1/3 Page Vertical	\$3,695.00	\$3,250.00	\$3,060.00	\$2,860.00	\$2,680.00	
1/4 Page Vertical	\$3,395.00	\$3,070.00	\$2,890.00	\$2,700.00	\$2,515.00	
Black and White						
Full Page	\$6,965.00	\$6,060.00	\$5,800.00	\$5,515.00	\$5,225.00	
2/3 Page Vertical	\$5,845.00	\$5,085.00	\$4,885.00	\$4,700.00	\$4,515.00	
1/2 Page Island	\$4,805.00	\$4,180.00	\$3,980.00	\$3,810.00	\$3,610.00	
1/2 Page Horiz	\$4,215.00	\$3,675.00	\$3,485.00	\$3,285.00	\$3,100.00	
1/2 Page Vertical	\$4,215.00	\$3,675.00	\$3,485.00	\$3,285.00	\$3,100.00	
1/3 Page Square	\$2,690.00	\$2,245.00	\$2,050.00	\$1,860.00	\$1,670.00	
1/3 Page Vertical	\$2,690.00	\$2,245.00	\$2,050.00	\$1,860.00	\$1,670.00	
1/4 Page Vertical	\$2,385.00	\$2,070.00	\$1,880.00	\$1,705.00	\$1,510.00	
Premium Positions						
Cover 2 or Page 3	\$9,160.00	\$8,120.00	\$7,825.00	\$7,495.00	\$7,165.00	
Cover 3 or Page 5	\$8,760.00	\$7,765.00	\$7,480.00	\$7,165.00	\$6,860.00	
Cover 4	\$9,550.00	\$8,480.00	\$8,160.00	\$7,825.00	\$7,480.00	



Ad Close & Press Release Deadlines 2012

Issues	Press Release Deadline	Ad Space Close	Materials Due
January	November 15, 2011	December 1, 2011	December 2, 2011
February	December 15, 2011	January 3, 2012	January 4, 2012
March	January 20, 2012	February 1, 2012	February 2, 2012
April /Buyer's Guide 2012	February 20, 2012	March 1, 2012	March 2, 2012
May	March 20, 2012	April 2, 2012	April 3, 2012
June	April 16, 2012	May 1, 2012	May 2, 2012
July/August	May 21, 2012	June 1, 2012	June 4, 2012
September	July 20, 2012	August 1, 2012	August 2, 2012
October	August 20, 2012	September 4, 2012	September 5, 2012
November/December	September 21, 2012	October 1, 2012	October 2, 2012



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Advertising Specifications

Space	Width	Depth	MM _{wxd}
Full page (bleed)	8 1/4"	11"	(209.55 mm x 279.4 mm)
Full page (trim)	8"	10 3/4"	(203.2mm x 273.05mm)
Full page (live image area)	7"	10"	(177.8mm x 254mm)
2/3 page	4 1/2"	9 3/4"	(114.3mm x 247.65mm)
1/2 page island	4 1/2"	7 3/8"	(114.3mm x 187.325mm)
1/2 page vertical	3 3/8"	9 3/4"	(85.725mm x 247.65mm)
1/2 page horizontal	7"	4 7/8"	(177.8mm x 123.825mm)
1/3 page vertical	2 1/2"	9 3/4"	(57.15mm x 247.65mm)
1/3 page square	4 1/2"	4 7/8"	(114.3mm x 123.825mm)
1/4 page square	3 1/8"	4 7/8"	(79.375mm x 123.825mm)

Artwork Submittal Requirements

Controlled Environments Magazine® is produced in QuarkXPress on a Macintosh platform. Please follow these guidelines carefully to avoid additional production charges.

Late Fee Advertising material received after material due date will be subject to a \$200 late charge.

Production Charges Controlled Environments Magazine has complete production capabilities available including ad design, layout, and copywriting. Advertisers will be billed for production costs at prevailing rates. We prefer high resolution CMYK, PDF file; which insures that you get your desired outcome in the printed piece. We cannot guarantee the color accuracy of RGB files. All fonts must be embedded in your PDF and Postscript files.

All Original Files submitted MUST include:

- Program name and version used
- All original graphic, logos, and/or scans. All continuous tone (photos) must be at least 300 dpi.
- All line art that is not vector, should be at least 1,000 dpi for smooth results.
- All fonts used in the document: i.e. printer and screen as well as embedded fonts. Exception(s): In Illustrator, fonts should be changed to outline and need not be submitted with the file.

- All color files should be converted to CMYK and for black & white ads - grayscale. We cannot guarantee the color accuracy of RGB files.
- We do not use PMS colors but will consider doing so for an additional charge – to be determined by quote from your sales representative.
- A color proof should accompany all ads. Vicon Business Media, Inc. will not be held responsible if a proof is not provided.
- FTP submission instructions are available upon request.

Here are some other timely suggestions:

- If at all possible, visit our printer's website (www.ovidbell.com) and go to their prepress page to download their ppd and instructions for creating postscript files for your Quark or InDesign program and also the Adobe Acrobat Distiller setting so that your PDFs are industry standard high resolution.
- Spot or PMS colors should not be used unless you plan to support the extra ink and plate charges.
- The use of System or True Type fonts should be avoided if possible.

Failure to provide any of the above will result in significant delays in the production process and may incur additional expense.

For more information or questions, please contact:

Alice Scofield, Ad Traffic Manager

ascfield@cemag.us

Phone: 603 672 9997 ext. 101 | Fax: 603 672 3028

Buyer's 2012 Guide

The Ultimate Search Engine for Contamination Control Professionals cemag.us/buyers-guide

The *Controlled Environments* Buyer's Guide is the cleanroom industry's most comprehensive guide of resources, products, and information to design, build, and equip today's clean manufacturing production facilities. In print and online, buyers can easily search for products and services by category, brand name, or company name and find information.

Online Buyer's Guide

The *Controlled Environments* Online Buyer's Guide features **Premium Microsites** with top placement, a direct link for "request a quote" feature, and individual advertiser company profiles, logos, catalogs, videos, and more. Prospects can view and download your literature and contact you with any questions or request a quote right from your listing. All for \$2,100 a year.

Print Buyer's Guide

Put the industry's #1 issue to work for you

A trusted resource all year long that features cleanroom services and equipment for more than 500 companies.

Ad Close: March 1, 2012

- 2 reasons why**
- > Print advertisers receive product listings in bold with a "see our ad on page" prompt.
 - > Bonus circulation at major trade shows.

Buy one Get one Logos

Purchase an online logo for \$650 and get a FREE logo in the printed edition. Contact your salesperson today to purchase or manage your listing!!



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Digital Edition

At no extra charge, your print ad is featured in the *Controlled Environments* Digital Edition. The *Controlled Environments* Digital Edition is an exact replica of the printed magazine with powerful enhancements such as actionable URLs to all listings of email addresses and websites.

Digital Supplement Advertising & Rich Media Specifications

Print Quality High-Resolution PDFs Required for All Ads
Email addresses and URLs within the ad will automatically be linked. Please indicate if any other graphic elements (photos, text, etc.) are to be linked and provide corresponding URL for each.

Belly Band Ads can be purchased separately and are a highly visible ad that appears each time a new Digital Edition is received. Ad Size - 400 X 274 pixels

Rich Media

Video: Shockwave Flash files (.swf) or Flash video files (.flv) are required. Files may be submitted in either of these formats (.swf preferred). Submitted video files and animated artwork cannot be edited or modified.

Audio: Shockwave Flash files (.swf) or .mp3 files required.

NOTE: All rich media files (video or audio) will play automatically on page open/view and run to completion (no start/stop buttons).

If you would like to add a URL link to your rich media file, you must submit a Flash (.fla) document – the editable “native file” used to create your rich media. If you have an action script in your flash file, it must be AS1 or AS2 (AS3 or AS3 files backsaved to AS2 are not accepted). There is a limit of one rich media item on any given page. However, you can have multiple links on the same page linking to YouTube or other videos residing on your server. 24 fps (frames per second) is acceptable for most video.

Total Data Rate: 400 kbps.

File Size Limit: .swf – 2MB; .flv – 15MB.

Maximum Video Size: 696 pixels x 522 pixels (4:3 aspect ratio).

Links to YouTube: Embed code needed – this provides the file information required to import the video. (PLEASE – no iFrame codes. Contact your representative for details.)

NOTE: Vicon Business Media is not responsible for videos pulled from YouTube.



Contact your Sales Representative for pricing information!



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Web

2012 Website Advertising

Deliver marketing messages to attract customers on web pages relevant to your prospects and industry.

93% of readers surveyed say the *Controlled Environments Magazine* website is a useful resource for information.

With over **260,000** annual page views representing an increase of 20% over last year, the **CEmag.us** site provides the most powerful advertising venue available online. Statistics recorded 81,000 annual visits with a 6% increase in new visits and a 23% increase in page views. Put this superior traffic to work for you and contact us today.

- Expert editorial coverage and original content.
- *Controlled Environments* Buyer's Guide Search Tool
- Professional Tips

Association with industry specific content provides strong branding opportunities for contamination control product brands working in Life Sciences, Microelectronics, and other advanced industries. This association joined with high-volume cleaning and control traffic with targeting opportunities to professional decision makers brings unique value to our loyal advertisers.



2012 Controlled Environments Impression Pack

Impression Pack* includes

- Product Focus Ad
- 300 X 250 Medium Rectangle Ad
- Leaderboard Ad

2012 Rate:

Product Focus

\$300 per thousand with a minimum of 5,000 impressions

Package includes additional website exposure in Leaderboard and Rectangle ad positions free of charge, up to 12,500 impressions per month.



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Advertise With Us! Outstanding quality and custom sponsorship opportunities make *Controlled Environments* the right investment for your quality brand advertising.

Controlled Environments

Daily Newsletter

Positions & Specifications

Don't miss this opportunity to have your message in front of 12,000 opt-in subscribers Monday through Friday each week in the *Controlled Environments Magazine*® e-Newsletter, *Controlled Environments Daily*. Your ad/message will link directly to your site, giving buyers access to more information about your company's products and services. Every week you will receive highly-profiled lead information including full contact details for leads generated by your advertisement.

Text/Banner 2:

468 X 60 pixel banner or 100 X 100 pixel graphic, headline and maximum 25 words of copy and URL for deeplink

Weekly (5-day Rate):
\$1,100 (net) each

Text/Banner 3:

468 X 60 pixel banner or 100 X 100 pixel graphic, headline and maximum 25 words of copy and URL for deeplink

Weekly (5-day Rate):
\$900 (net) each



Leaderboard Banner:

1 position available,
728 X 90 pixels
Weekly (5-day Rate):
\$2,200 (net)

Product Focus Sponsor:

1 position available
Headline: 50 Characters including spacebands
Text: 330 Characters including spacebands
Image: 180x180 pixels

Weekly (5-day Rate):
\$2,000 (net)

Text/Banner 1:

468 X 60 pixel banner or 100 X 100 pixel graphic, headline and maximum 25 words of copy and URL for deeplink

Weekly (5-day Rate):
\$1,400 (net) each

Boombbox Position:

1 available, 300 X 250 pixels

Weekly (5-day Rate):
\$1,250 (net) each

- Each issue of *Controlled Environments Daily* contains announcements from the top researchers in cleanroom manufacturing production.
- Each issue features science and technology news from U.S. and international research.
- *Controlled Environments Daily* delivers exclusive content not found anywhere else.



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lead generation

Controlled Environments Magazine e-News Tip

Sponsor an e-News Tip and reach the *Controlled Environments* audience with a single news item highlighted with your own custom advertisement.

2012 Interactive Thought Leadership **Webinar Series** The Key for High Quality Lead Generation

3 -Tiered Webinar Pricing Pick-a-Plan

Level

1 Webinar Sponsorship - \$7,000

Your company logo and sponsorship will be noted in email promotion, in E-Newsletters and on our website. Your company will also receive logo exposure and recognition as a sponsor at the introduction and conclusion of the webinar presentation. Your company receives up to 250 leads from those who have registered for the webcast. These are people who have a specific interest in the topic and work in places that use, or can potentially use your products and services. An mp4 copy of the webcast will be provided to use on your own site.

Level

2 Webcast Sponsorship with Unlimited Leads

Your company receives all the benefits of sponsoring a webcast from Level One and also receives all of the leads from those who have registered for the webcast. A pre-recording of the webcast is available and optional. The recording of the webcast will be hosted for on-demand viewing for 3 months on the *Controlled Environments* website.

Level

3 Webcast Sponsorship with Print Advertisement Promotion

Your company receives all the benefits from sponsoring a webcast from Levels One and Two as well as a full-page print advertisement promoting the webcast.

The *Controlled Environments* editorial team will work with you to develop a topic and select a panel, including an industry expert that will tie in with your company and the informational needs of our readers. A member of our editorial team will act as a moderator for the webcast and will assist you in every step of the process.



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2012 List Rental service

Deliver your targeted message with our responsive direct marketing lists comprised of subscribers from *Controlled Environments Magazine*® including controlled environment specialists at the industry's top Life Sciences and Microelectronics companies. *Controlled Environments Magazine* subscribers are key decision makers who buy, specify, and recommend products and services—making the addition of an email campaign or direct mail outreach the perfect complement to your direct marketing strategy. When you are looking for quality data that will produce responsive sales leads, consider *Controlled Environments Magazine* postal and email mailing lists for your next direct marketing campaign.

Postal List Rentals

Description

Base Price:
Selection charges (i.e. job title, industry, geo)
Formatting and delivery to your mailhouse

Price

\$170/CPM Minimum order: 5,000 names
\$15/CPM
\$75 (Flat Rate)

Email List Rentals

At *Controlled Environments Magazine*, we use only opt-in lists for several reasons. These lists are the most reliable and recent email addresses. But most importantly, opt-in lists contain people who have already expressed an interest in products and services similar to yours.

Description

Base Price:
Deployment
Selection charges (job title, industry, geo)
Copy set-up
Suppression
Additional services/fees may apply

Price

\$350/CPM Minimum order: 5,000 names
\$120/CPM
\$10-\$15/CPM
\$50
\$150

In House List Rentals

At *Controlled Environments Magazine*, we offer in-house list rentals to our 3rd party names. Market to a list of over 13,000 Cleanroom professionals who have a specific interest in technologies, industry trends and solutions provided by a variety of industry vendors.

List Rental Rate:
\$275/1000*

Controlled Environments Magazine can also help you to put together your whole marketing campaign. Our copywriters and designers can create either a standard or HTML email that sells. Find out more about our comprehensive and scalable line of email marketing services including email list rental. Contact us right now by phone or by email. A minimum \$250 set-up charge applies to HTML creation services.

*HTML file, suppression list, and opt-out email addresses are required 10 days prior to deployment.



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Policies

Advertising Policies

Cancellations

No cancellations will be accepted after ad close date. Covers cannot be cancelled within six weeks of issue date. The Publisher reserves the right to charge for unused space or repeat the previous advertisement if acceptable material is not received by material due date. Ads cancelled after the space reservation deadline will be billed at 100%.

Frequency Discounts and Changes

Frequency discounts are available for advertisers wishing to place multiple advertisements. If the advertiser elects to increase their frequency during a contract period, a retroactive frequency discount will be given for all insertions that have been previously invoiced in the contract period. A credit memo will be issued and applied to invoices for the remaining insertions in the contract. No cash refunds will be given. To earn retroactive frequency discount rates, additional advertising must be inserted within one year of the first contracted advertisement. If the advertiser reduces the number of advertisements from the original contracted frequency, a short rate penalty will be charged.

Credit Terms and Conditions

All invoices are due and payable upon receipt. New customers are required to complete an application for credit and authorize Vicon Business Media, Inc. to contact bank and trade references provided. Prepayment may be required of new advertisers or agencies until credit approval is obtained. Vicon Business Media, Inc. will award a 15% discount to recognized agencies or advertisers providing ad materials per our production specifications (“Agency Discount” or “Camera Ready Discount”). This discount will be reversed if the invoice is not paid within agreed upon payment terms. Interest will be charged at 1.5% per month for any invoices not paid within 30 days. Collection costs, including attorneys’ and collection agency fees, will be charged to the advertiser of its agency. The advertiser and its agency will be held jointly and severally responsible for all monies due. In the event the advertiser or its agency do not respond to collection efforts, Vicon Business Media, Inc. will prepare and submit a form 1099C for any amounts that are written off as bad debt. Unpaid amounts will be reported to the IRS as “cancellation of debt” and are considered taxable income to the advertiser.

Publisher’s Policies

The advertiser and its advertising agency assume liability for advertising content. The advertiser and its advertising agency shall indemnify, defend, and hold harmless Vicon Business Media, Inc. from any responsibility or liability for claims arising from the printing or publishing of advertisements. Vicon Business Media, Inc. reserves the right to set and maintain standards for advertising and to reject or omit advertising that it deems not in keeping with those standards. Vicon Business Media, Inc. cannot be responsible for circumstances beyond its control, including Acts of God, strikes, or civil unrest. The publisher reserves the right to place the word “advertisement” with any ad which, in the publisher’s opinion, resembles editorial material. All advertising insertion orders and contracts are subject to approval of the publisher.

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2012 MediaGuide

CONTROLLED
Environments®