

CARD MANUFACTURING™

2007 RATE CARD • EDITORIAL CALENDAR



- The only global industry magazine exclusively dedicated to card manufacturing and personalization
- Received by key card manufacturing owners, executives and management worldwide
- The official publication of the International Card Manufacturers Association
- Bonus distribution at major global industry events

*New this Year
Website advertising bonus!*



191 Clarksville Road • Princeton Junction, NJ 08550 USA
1-609-799-4900 • Fax 1-609-799-7032 • info@icma.com • www.icma.com



Executive Director's Letter

Dear Card Industry Executive,
Welcome to *Card Manufacturing* magazine, the official publication of the International Card Manufacturers Association (ICMA). ICMA is the leading global organization specifically focused on the unique needs of card manufacturers and personalizers — and *Card Manufacturing* is the exclusive venue for you to address these needs. From the materials that go into and upon plastic cards, through manufacturing and personalization production techniques, to the latest industry news and technologies — *Card Manufacturing* covers them all. Please read about the outstanding advertising and editorial opportunities available to you and remember that if you want to reach card manufacturers, *Card Manufacturing* magazine is the place!

Sincerely,

Jeffrey E. Barnhart
Founder / Executive Director

What is *Card Manufacturing* magazine?

As ICMA's official publication, *Card Manufacturing* supports, promotes and encourages the success and growth of companies and organizations that participate in the global plastic card industry — including card manufacturers, card personalizers, principal issuing organizations, industry suppliers and service providers.

Published eight times a year, the four-color *Card Manufacturing* reaches over 3,000 industry participants worldwide. An additional Annual Directory is an exclusive opportunity to reach ICMA members year-round, as this much-consulted resource contains complete ICMA member contact information.

Every issue of *Card Manufacturing* contains a rich mix of ICMA member and industry news, detailed technical feature articles about cards and card production, an official ISO Standards column, a products section, an industry calendar and more. Additionally, each issue is themed to different topics, such as Chip Cards, Magnetic Stripes and Card Materials.

As *Card Manufacturing's* readers are primarily plant owners, production managers and other top management, as well as sales and marketing executives — and since all plastic card production markets worldwide are represented within ICMA — *Card Manufacturing* is a staple for your card-focused media schedule!

Editorial Opportunities

ICMA welcomes editorial submissions pertaining to card manufacturing, personalization and general industry news. We accept features and news about companies, people, products, technology, methods, applications and industry news and trends.

How to submit editorial contributions:

Press releases: The deadline to submit press releases/news for each issue is reflected on the adjacent calendar. ICMA reserves the right to designate in what issue the news will be run, or *if* the news will be run, due to space constraints or other factors. E-mailed submissions are preferred. Please include 300 dpi graphics or photos in separate files (e.g. jpg, pdf, eps, etc.). Press releases will be placed in these magazine sections:

- Member News (company news)
- Industry News
- On the Move (e.g. promotions, new hires)
- Product News (e.g. new product announcements or changes)
- Events

Feature articles: A one- or two-paragraph abstract for a feature should be e-mailed to the editor before submission. Once approved, submit full copy at least one month before the press release/news deadline per adjacent chart. Features are tailored to the theme of each issue, but a feature can be submitted any time for any issue. (Features may be held for a specific issue to reflect the particular editorial themes). Features should be written to address technical or industry issues of card manufacturers, personalizers or breaking industry interests and should not be a sales piece. Case histories on successful card applications are also welcome. E-mail submissions are preferred, with graphics in separate files (300dpi). An author biography and photo for bylined articles are encouraged.

E-mail press releases, photos (300dpi) and feature articles to:

Managing Editor

E-mail: editor@icma.com

Tel: 1-609-799-4900

Fax: 1-609-799-7032

Mail photos or other materials to:

ICMA

191 Clarksville Road

Princeton Junction, NJ 08550 USA

Editorial Calendar / Advertising Closing Dates

Publication Date	Theme	Press Release/ News Deadline	Ad Space Closing	Ad Material Due
January/February	Card Equipment/Technology	Dec. 28	Jan. 3	Jan. 11
March/April	Personalization/Fulfillment	Jan. 24	Feb. 2	Feb. 16
Bonus Distribution: CardTech/SecurTech '07/Cards Asia '07				
May/June	Materials	March 20	March 30	April 16
July/August	Security/Security Features	May 4	May 18	June 1
2007 Directory	Directory	N/A	June 14	June 28
Pre-EXPO	Chip Card & Advanced Security Technologies	June 29	July 13	July 27
Bonus Distribution: ICMA EXPO '07				
September/October	Chip Card/RFID	July 27	Aug. 10	Aug. 24
Bonus Distribution: Cartes '07/ICMA EXPO '07				
November/December	Magnetic Stripes/Printing	Oct. 5	Oct. 12	Oct. 26
Post-EXPO Report	Card Market Trends	Nov. 2	Nov. 14	Nov. 28

<p>FULL PAGE NON-BLEED</p> <p>7 1/2" x 10" (190.5mm x 254mm)</p>	<p>2/3</p> <p>7 1/2" x 6 1/2" (190.5mm x 165.1mm)</p>
	<p>1/3</p> <p>7 1/2" x 3 1/4" (190.5mm x 82.55mm)</p>

<p>2/3</p> <p>5" x 10" (127mm x 254mm)</p>	<p>1/3</p> <p>2 3/8" x 10" (60.33mm x 254mm)</p>	<p>1/2</p> <p>7 1/2" x 5" (190.5mm x 127mm)</p>
		<p>1/6</p> <p>3 5/8" x 3" (92mm x 76mm)</p>

Market Place only (back section of magazine)

- Live area is 7 1/2" wide X 10" deep (190.5mm x 254mm).
- Bleed ads should measure 8 7/8" X 11 3/8" (225.43mm x 287.65mm) on the outside edge to allow for trim size of 8 1/2" X 11" (215.9mm x 279.4mm). All live matter should be kept 1/4" (5mm) from trim on all sides.

E-mail info@icma.com to secure an ad or receive a media kit.

New Advertising Rates



Member Rates (4-Color)			
Ad size	1X	4X*	8X**
Full Page**	\$2,375	\$2,290	\$2,250
2/3 Page	\$1,775	\$1,700	\$1,670
1/2 Page	\$1,475	\$1,415	\$1,395
1/3 Page	\$975	\$940	\$880
Non-Member Rates (4-Color)			
Full Page**	\$2,613	\$2,527	\$2,487
2/3 Page	\$1,953	\$1,877	\$1,847
1/2 Page	\$1,623	\$1,562	\$1,542
1/3 Page	\$1,073	\$1,037	\$1,017

Market Place Section (Black & White)	
1/6 Page	\$450
*All full page ads running 4 times include one FREE Market Place ad. Market Place ad must run in the same issue as full page ad.	
**All full page ads running 8 times include one FREE Market Place ad and FREE ICMA website advertisement on home page.	

1. These rates are based on artwork being submitted, per posted instructions (see reverse).
2. Inserts/Tip-ins are billed at the applicable full page rates, plus a tip-in charge that is based on the size and weight of the insert.
3. All rates published are NET rates. Any agency commission required MUST be added to these rates by the agency.
4. Invoices will be sent upon publishing of the issue and are due upon receipt.
5. All accounts must be in good standing for acceptance of insertion orders.
6. Content changes requested to be made by the publisher to already-submitted artwork will result in an additional fee.

Artwork Guidelines

1. Color ads may be sent on CD, electronically, or via FTP internet upload (25MB maximum size) (see <http://www.cmasolutions.com/services/uploadart.htm>).
 - If sent on CD, electronically or via FTP, you must include a PDF of the art for proofing. The file must be one of the following formats: EPS, TIF, JPG, or Press Optimized PDF. Be sure to include any fonts and images linked to your file. All photos must be high resolution (300dpi).
 - Sending a hard copy color proof is encouraged and is the only way we can ensure color accuracy. If needed, the color proof may be sent one week following the materials deadline (i.e. to arrive in time for the printer proof).
2. Files that are larger than 3MB in size should NOT be sent via e-mail. Please send these either on CD or via FTP.
3. *Card Manufacturing* is printed on a high-speed, sheet-fed offset press. Line screen is 133.
4. If we have not received your artwork by the published deadline, we reserve the right to use artwork submitted for a previous advertisement, or to cancel the ad.
5. Black and white ads are for the Market Place section only. Ads may be sent on CD or electronically.

* Creative Marketing Alliance, the magazine's publisher, can provide design services for an additional charge. *

Contract Specifications

All advertisements are accepted by *Card Manufacturing* and its management firm, Creative Marketing Alliance, Inc. on the understanding that the advertiser and/or advertising agency is properly authorized to publish the entire contents and subject matter thereof. All copy, text and illustrations are subject to *Card Manufacturing's* approval before execution of order. *Card Manufacturing* reserves the right to reject any advertising at any time.

When changes in copy are not received by the closing date, copy run in previous issues will be inserted.

Cancellation is not accepted after closing date.

All contracts are accepted with the provision that rates are subject to change.

If an advertising contract is cancelled before the agreed number of insertions has appeared and a frequency discount had been applied, a short rate adjustment will be added and billed on space already run.

In consideration of *Card Manufacturing's* acceptance of such advertisements for publication, the agency and advertiser will indemnify and save harmless *Card Manufacturing* and Creative Marketing Alliance, Inc. (including their officers, employees and agents) against all loss, liability damage, and expense of whatsoever nature arising out of copying, printing, or publishing of its advertising, including without limitation, reasonable attorney's fees resulting from claims or suits for libel, violations of rights of privacy, plagiarism, and copyright or trademark infringement.