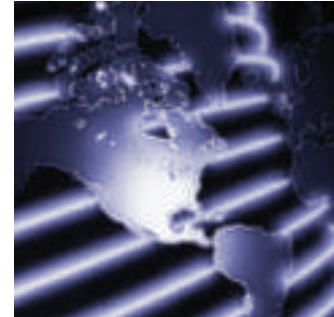


MEDIA KIT

Mobile Enterprise™

2005

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Who We Are

MOBILE ENTERPRISE MEDIA is the industry leader in providing information on how the latest mobile technology is implemented within the enterprise. MOBILE ENTERPRISE MEDIA properties include: *Mobile Enterprise* magazine; the Web site www.MobileEnterpriseMag.com; the semimonthly e-newsletter *Mobilizer*; *Mobile Enterprise Outlook*, a quarterly research report in partnership with Andy Seybold and *Mobile Enterprise Custom Publishing*.

Through these different outlets, MOBILE ENTERPRISE MEDIA provides marketing executives with an exclusive, targeted audience to which they can showcase their products and services, maximizing the effectiveness of marketing dollars through an integrated marketing campaign.

Our Mission

MOBILE ENTERPRISE MEDIA's objective is to bring together companies that provide mobile technology solutions with executives responsible for implementing mobile technology into their organizations. Through our multiple channels we aim to educate our readers on the latest mobile technology and how to incorporate this technology into the business process, making their mobile workforce more productive and efficient in their daily operations.

The Ensemble

Mobile Enterprise magazine

FREQUENCY: Monthly

TRADE SHOWS: 48 industry shows

RATE BASE: 50,000

AUDIT: BPA

Mobilizer e-newsletter

FREQUENCY: Twice monthly

RATE BASE: 32,000 opt-in subscribers

www.MobileEnterpriseMag.com

UNIQUE VISITORS: 16,000

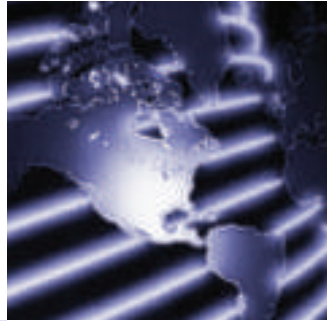
PAGE VIEWS PER MONTH: 25,000

Mobile Enterprise Outlook industry report

FREQUENCY: Quarterly

PARTNER: Outlook for Mobility (Andy Seybold)





Industry Profile

For two decades the continued growth of mobile workers in the United States has been supported by a series of technology advances. With this evolution comes the demand for enterprises to adapt and place mobile tools and solutions into the hands of their mobile workers. Companies need strategies to streamline and cover the entire organization, from the CEO to the sales reps, to field service technicians and beyond.

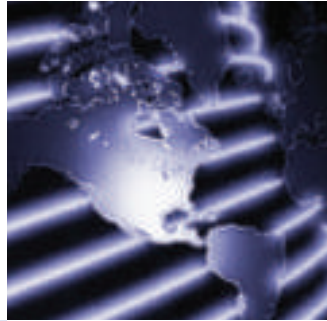
Tomorrow's mobile workers will have relatively effortless and immediate access to a full array of corporate resources through the advancements and investments made in technology today. Everyone is becoming a mobile worker.

Mobile high-speed networks, combined with the security of VPNs, have already begun to eliminate many of the distinctions between mobile and static workers. This is especially true for knowledge workers, who don't necessarily have to work in a specific location; for them, mobile productivity is swiftly becoming the rule rather than the exception.

Market Stats



- IDC reports the mobile enterprise software market will grow to over \$1 billion by the end of 2005.
- According to a new study from Strategy Analytics, wireless data revenues are expected to more than triple by 2009. Carrier mobile data revenues will grow from \$61 billion in 2004 to \$189 billion in 2009.
- In-Stat/MDR analysts found that top-level executives at both enterprises and small and medium businesses expect to spend 4 percent more on IT products and services this year than last year. Going forward, In-Stat/MDR expects an increase of 3 percent a year through 2008.
- According to Gartner analysts, 80 percent of key business processes will involve mobile workers and the exchange of real-time information by 2005.
- A new study from the Dell'Oro Group predicts that sales of WLAN networking equipment could top \$2.1 billion by the end of the year. After years of delays, it seems the enterprise Wi-Fi market is finally poised for growth. The study predicts enterprise-class WLAN access point shipments will increase by 75 percent in 2004, growing at an average annual rate of 47 percent through 2008. In contrast, the consumer and SoHo WLAN gear market is expected to peak at current levels, as more consumers opt for DSL and cable modems with built-in Wi-Fi.
- According to the Meta Group, almost half of global enterprises are planning to roll out full mobile e-mail access because mobilizing their staff can provide a commercial advantage.

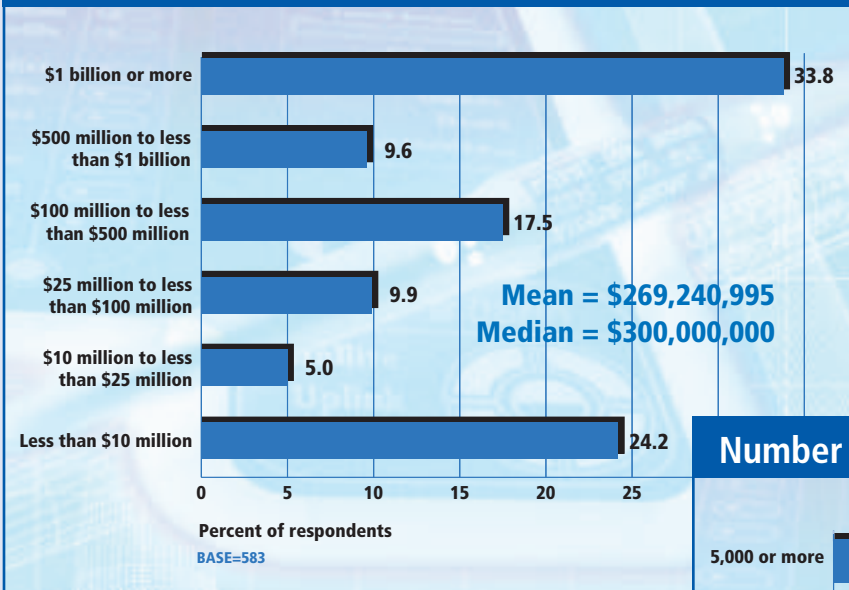


Mobile Enterprise Subscriber Profile

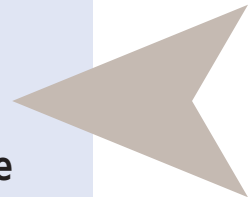
In May 2004 MOBILE ENTERPRISE MEDIA retained the services of Advantage Business Research to conduct an independent survey of *Mobile Enterprise* subscribers. 10,000 random names were selected and invited to participate in a 40-question study. Of these 10,000, 596 surveys were completed. The margin of error for this survey, based on 596 completed surveys, is calculated to be no greater than +/- 4.1 (percent), yielding a confidence level of 95 percent.

HIGHLIGHTS FROM THE STUDY

Total sales revenues in 2003



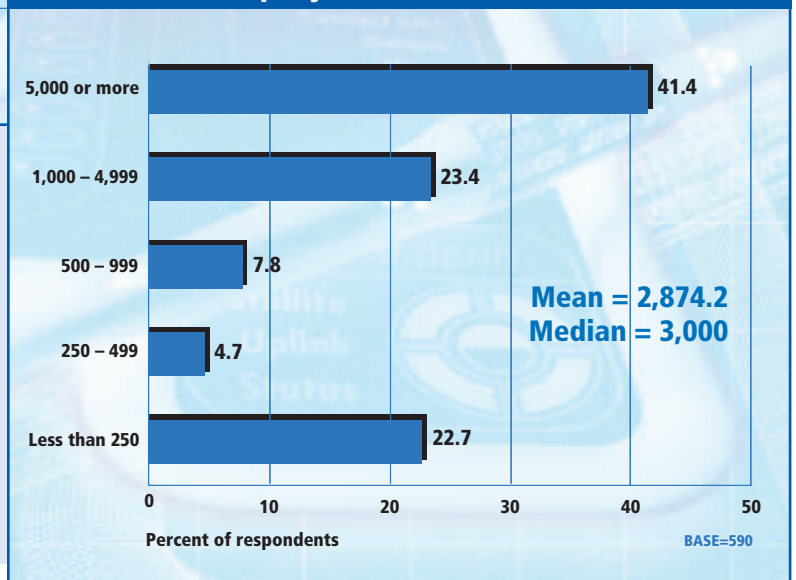
ME subscribers have purchasing authority for an average of 1,326 mobile workers.

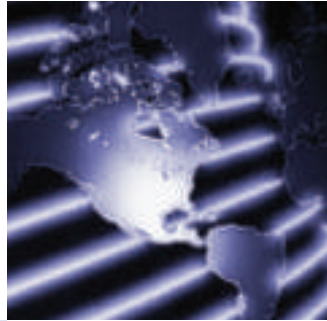


Subscribers employ the following types and numbers of employees:

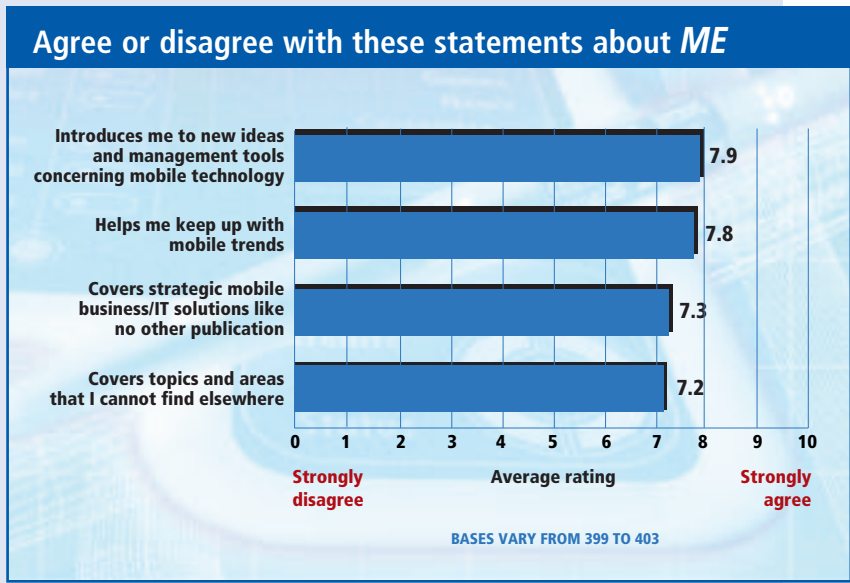
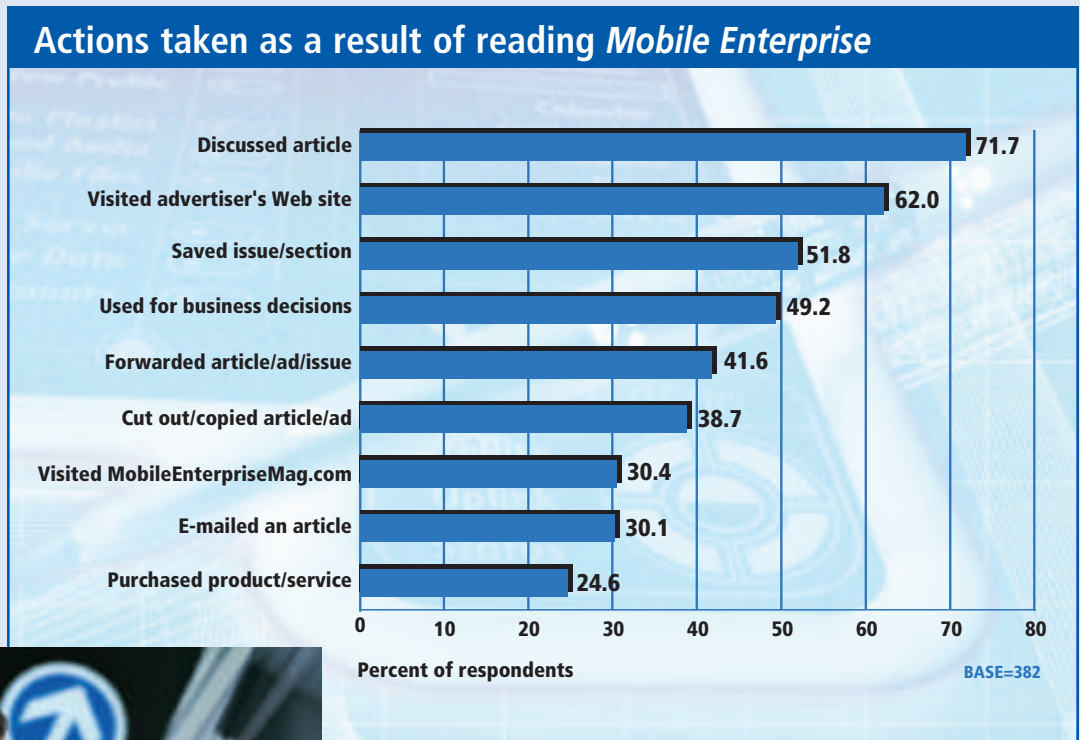
AFTER-HOURS WORKERS	1,409.2
MOBILE PROFESSIONALS	1,149.9
MOBILE SERVICE WORKERS	567.3
MOBILE SALES WORKERS	505.4
MOBILE CAMPUS WORKERS.....	454.0

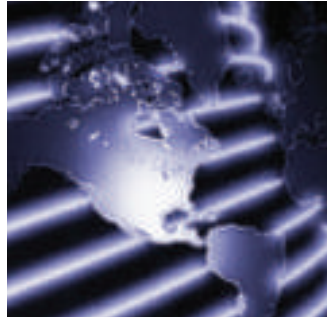
Number of employees



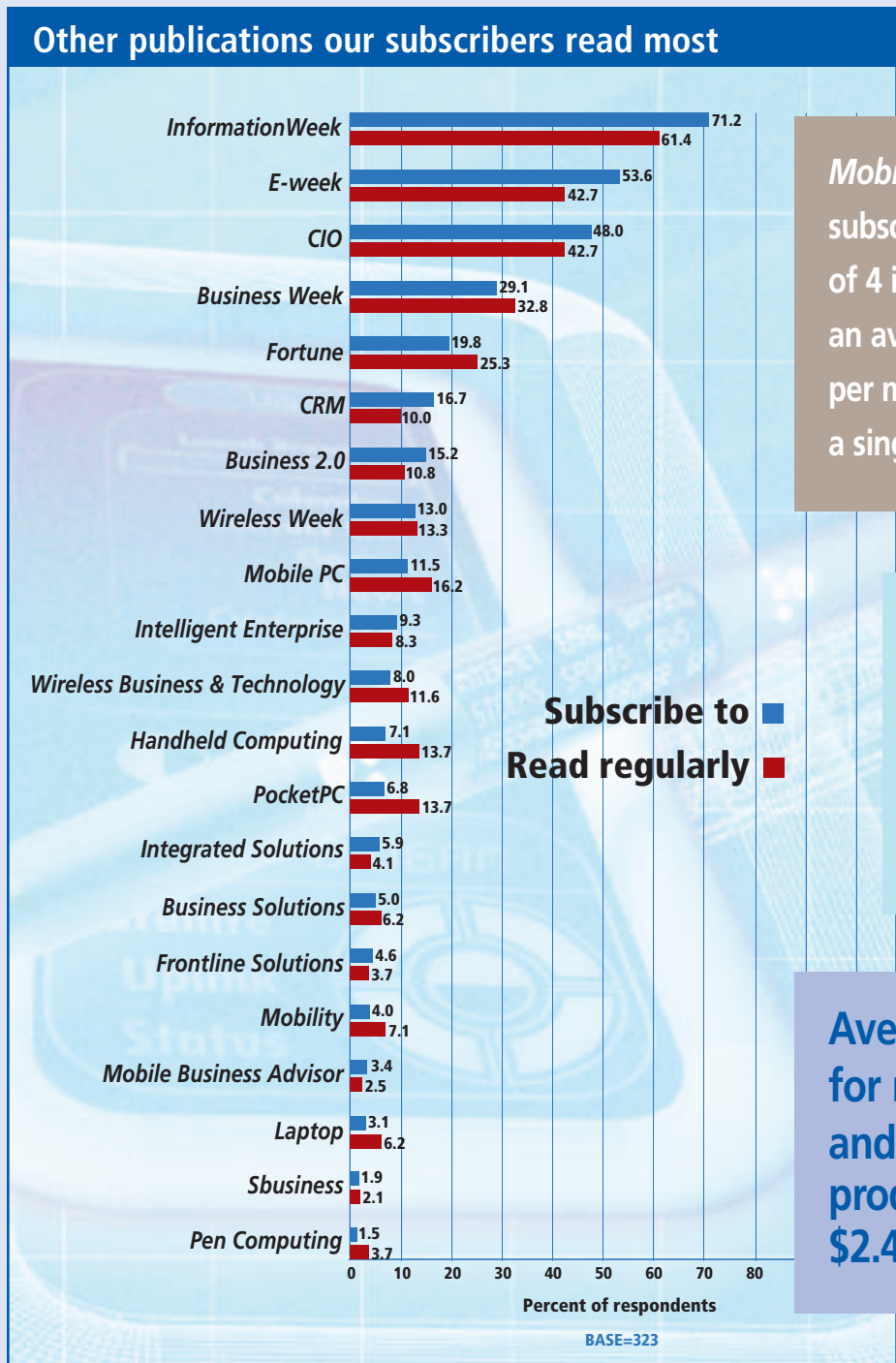


Mobile Enterprise Subscriber Profile (continued)





Mobile Enterprise Subscriber Profile (continued)

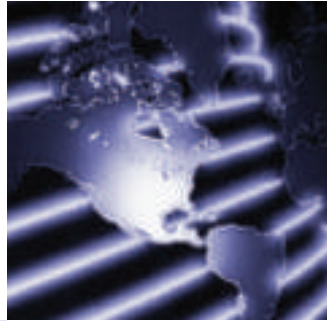


Mobile Enterprise subscribers read 3.3 out of 4 issues, spending an average of 46 minutes per month reading a single issue.

MOBILE ENTERPRISE READERS PASS THEIR COPY ON TO AN AVERAGE OF 2.8 ADDITIONAL READERS EACH MONTH.

Average budget for mobile and wireless products/services: \$2.4 million

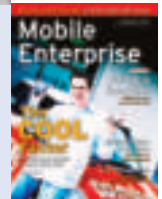
For more information on the entire readership study contact your advertising representative.



Editorial

Mobile Enterprise magazine, www.MobileEnterpriseMag.com and the *Mobilizer* Newsletter are the three main components of MOBILE ENTERPRISE MEDIA. MOBILE ENTERPRISE MEDIA is targeted at decision-makers responsible for selecting and purchasing mobile and wireless solutions and implementing them into the business processes of their enterprise.

Mobile Enterprise magazine, www.MobileEnterpriseMag.com and the *Mobilizer* newsletter provide business executives, managers and IT implementers with the strategies and specifics for integrating new technology into their companies' mobile operations. All MOBILE ENTERPRISE MEDIA products detail how to successfully—and profitably—add cutting-edge, mission-critical solutions to make mobile workers of all kinds more productive and effective.



In print, in the newsletter and online:

Mobile Enterprise magazine
Mobilizer newsletter

www.MobileEnterpriseMag.com
Mobile Enterprise Outlook industry report

Our Advisors

Tim Bajarin, President, Creative Strategies
Steve Brumer, President, Wireless Rain
Antony Bruno, VP, CTIA
Bob Egan, Principal, Mobile Competency
Iain Gillott, President, iGillott Research
Don Grust, President, Espria
Tony Rizzo, Mobile Sector Head, the451

Tim Scannell, Principle, Shoreline Research
Lee Sherman, technology journalist
Craig Settles, President, Successful.com
Andy Seybold, President, Outlook for Mobility
Gene Signorini, Senior Analyst, Yankee Group
Brian L. Solomon, Co-founder, CDCE
 See advisory board info at www.MobileEnterpriseMag.com

Who to Contact...

Appearing in every issue of *Mobile Enterprise*:

SECTION	DESCRIPTION	CONTACT
Browser	Breaking news, trends and analysis	teresav@MobileEnterpriseMag.com
Partnerships	Industry alliances	teresav@MobileEnterpriseMag.com
Deployments	Customer wins and new projects	teresav@MobileEnterpriseMag.com
5 Mobile Minutes	Q&A with an industry leader	ericz@MobileEnterpriseMag.com
MobileService	Field service technology strategy	michellem@MobileEnterpriseMag.com
MobileSales	Sales force automation and mobile CRM	ericz@MobileEnterpriseMag.com
MobileProfessional	White-collar mobile and wireless tools	ericz@MobileEnterpriseMag.com
MobileCampus	Corporate wireless LAN solutions	michellem@MobileEnterpriseMag.com
MobileTools	New products for the mobile workforce	teresav@MobileEnterpriseMag.com
Corporate Nomad	Tim Bajarin's take on enterprise mobility	ericz@MobileEnterpriseMag.com

Mobile Enterprise

MOBILE ENTERPRISE MEDIA

Editorial Calendar



January

MOBILESERVICE: Vertical focus: airlines
MOBILESALES: Best hardware for sales reps
MOBILEPROFESSIONAL: WWANS, aircards and data plans for traveling pros
MOBILECAMPUS: Vertical focus: hospitality

BONUS DISTRIBUTION:

- Consumer Electronics Show
- Eyefortransport
- Interlog Winter Show

SPECIAL ADVERTISING SECTION:
Corporate Profiles

February

MOBILESERVICE: How to choose the right hardware for your enterprise.
MOBILESALES: A round-up of SFA applications and vendors.
MOBILEPROFESSIONAL: Their strengths, weaknesses and 3G network offerings.
MOBILECAMPUS: A look at middleware vendors and what role middleware plays in the mobile enterprise.

BONUS DISTRIBUTION:

- Demo 2005
- DCI
- Microsoft Windows Anywhere

SPECIAL ISSUE:
NEW PRODUCTS SHOWCASE

March

MOBILESERVICE: Vertical focus: const./PTT
MOBILESALES: Vertical focus: ins. adjusters
MOBILEPROFESSIONAL: Planes, trains and automobiles
MOBILECAMPUS: WLANs in healthcare: Is wireless good for your health?

BONUS DISTRIBUTION:

- CTIA Wireless
- Fusion One User Event
- GITA
- IQPC Fleet Management Technology
- Mobile Convergence 2005 at UCLA-WINMEC
- Wi-Fi Planet World Tour
- Wireless on Wall Street Summit

April

MOBILESERVICE: Rugged devices
MOBILESALES: Great smartphones for sales
MOBILEPROFESSIONAL: Laptops that like to travel
MOBILECAMPUS: Corporate Wi-Fi: The larger the better

BONUS DISTRIBUTION:

- EyeforWireless
- Gartner's Mobile and Wireless Summit
- InfoSec World 2005
- Wireless Security Conference & Expo

May

MOBILESERVICE: Mobile printers
MOBILESALES: POS-solutions
MOBILEPROFESSIONAL: Smartphones
MOBILECAMPUS: VOIP

BONUS DISTRIBUTION:

- Mobile Showcase
- WBR Field Service 2005
- Wireless & Mobile WorldExpo

SPECIAL ADVERTISING SECTION:
ROI Case Studies

SPECIAL ISSUE:
EMERGING TECHNOLOGIES

June

MOBILESERVICE: Scheduling and dispatch
MOBILESALES: Vertical focus: realtors
MOBILEPROFESSIONAL: Productive travel
MOBILECAMPUS: Wi-Fi, WiMax, WLAN hrdwr.

BONUS DISTRIBUTION:

- Brew
- C3 Corp. & Channel Computing Expo
- ConVurgeGov
- CTC
- e-Gov Forum
- Gartner IT Security Summit
- Gartner's G-Con
- Interlog Summer
- IQPC After Market Sales/Service
- Logicon 2005
- Mobile and Wireless World
- Pharma Force
- San Diego Telecom
- Yankee Group's Wireless Leadership East

July

MOBILESERVICE: Vertical focus: utilities
MOBILESALES: Strategy feature: sales software/CRM
MOBILEPROFESSIONAL: Tablet PCs and the mobile professional
MOBILECAMPUS: Retail use of WLANs —What's next?

BONUS DISTRIBUTION:

- iWireless World
- WowGao's Wireless & Mobile World Expo

August

MOBILESERVICE: Satellite phones
MOBILESALES: MVNOs
MOBILEPROFESSIONAL: Biometrics

★ 2005 MOBILIZER AWARDS SECTION ★

SPECIAL ISSUE:
2005 MOBILIZER AWARDS

September

MOBILESERVICE: Strategy: GPS/GIS solutions
MOBILESALES: Vertical focus: pharmaceuticals
MOBILEPROFESSIONAL: 3G technologies
MOBILECAMPUS: Warehouse WLANs & RFID

BONUS DISTRIBUTION:

- CDMA Congress
- CTIA WIRELESS I.T. and Entertainment
- DemoMobile 2005
- DCI
- e-Financial World Expo
- Frontline Solution Show
- Gartner IT Asset Mgmt. & TCO Summit
- IDC Mobile Enterprise Forum
- SecureGOV
- Yankee Group's Wireless Leadership—West

October

MOBILESERVICE: Public safety
MOBILESALES: Financial transactions
MOBILEPROFESSIONAL: Security technologies
MOBILECAMPUS: Securing wireless

BONUS DISTRIBUTION:

- Fixed Mobile Convergence
- Fusion One User Event
- In-Building Wireless 2005
- Interlog Medical
- TECHNY
- WiMax World Conf./Expo

SPECIAL ISSUE:
MOBILE AND WIRELESS SECURITY

November

MOBILESERVICE: Vertical focus: transportation and shipping
MOBILESALES: Strategy feature: managing devices
MOBILEPROFESSIONAL: Cameras and imaging for mobile pros
MOBILECAMPUS: WLANs in education

BONUS DISTRIBUTION:

- 3G-World Congress
- Gartner's Healthcare Business & IT Summit
- NetworkGOV
- WowGao's IT WorldExpo

December

MOBILESERVICE: M2M communication and break/fix
MOBILESALES: Hot handhelds for the mobile sales team
MOBILEPROFESSIONAL: Mobile pros and the entertainment industry
MOBILECAMPUS: TBD

BONUS DISTRIBUTION:

- MIS
- Wi-Fi Planet World Tour

SPECIAL ADVERTISING SECTION:
Buyer's Guide

For more show information visit www.MobileEnterpriseMag.com/services/events.asp

2005



Circulation

Mobile Enterprise reaches an exclusive audience of senior executives who are responsible for selecting and implementing mobile solutions into their organization.

Mobile Enterprise readers carry these titles:

CEO, COO, CIO, CFO, VP of Information Technology, VP of Sales, VP of Operations, Director of IT/IS/MIS/DP, Director of Technology Purchases

Circulation overview

- 50,000 Subscribers
- BPA Membership
- 53,000 Trade Show Circulation

(*Mobile Enterprise* magazine is distributed at more than 45 key industry shows during the year.)

Mobile Enterprise readers pass their copy on to an average of 2.8 additional readers each month.

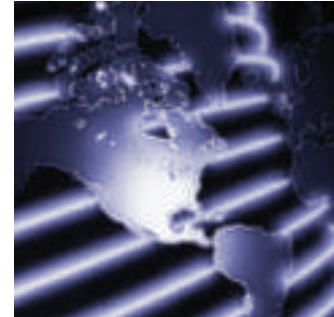
TOTAL REACH PER ISSUE: 135,000 READERS

ADVANTAGE BUSINESS RESEARCH INC.



Vertical Market Reach

- ✓Cable/Telecom
- ✓Field Service
- ✓Field Sales
- ✓Insurance/Financial Services
- ✓Medical/Healthcare/Pharmaceuticals
- ✓Utilities/Energy
- ✓Consumer Packaged Goods
- ✓Government (Federal/State/Local)
- ✓Law Enforcement
- ✓Public Safety
- ✓Construction
- ✓Transportation/Delivery



Integrated Marketing Mix

As the leading resource of information on the latest advances in mobile technology and how technology is being applied in the enterprise, MOBILE ENTERPRISE MEDIA provides marketing executives with multiple options for creating a fully integrated marketing campaign that produces results.

MOBILE ENTERPRISE MEDIA properties include: *Mobile Enterprise* magazine; the Web site www.MobileEnterpriseMag.com; a bi-monthly e-newsletter, *Mobilizer*; *Mobile Enterprise Outlook*, a quarterly research report in partnership with Andy Seybold; *Mobile Enterprise* Custom Publishing; and Enterprise Solutions Webinar Series.

Mobile Enterprise Magazine

A monthly publication reaching over 50,000 executives who are responsible for selecting and purchasing mobile and wireless solutions and implementing this technology into the business process of the enterprise.

Special issues: Corporate Profile issue (January), ROI Showcase (May), 2005 *Mobilizer* awards issue (August), Annual Buyer's Guide and Mobile Product Showcase (December).

Bonus distribution: 45 major industry events per year.



Mobilizer e-newsletter

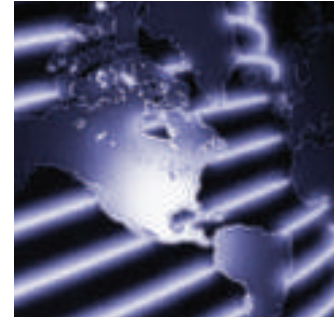
Mobilizer is an HTML semimonthly newsletter reaching 32,000-plus opt-in subscribers. As an extension of the MobileEnterprisemag.com brand, we can deliver your marketing message to an extended industry audience. Sponsorship includes banners and 45 words of text linked to your Web site. Sponsorships are limited to two per issue.



Sponsorship rates:

LEAD SPONSOR <i>Top of newsletter</i>	Includes 300 x 250 banner, 125 x 125 banner and 45 words of text	\$2,750 net per issue
2ND SPOT <i>Middle of newsletter</i>	Includes 336 x 280 banner, 125 x 125 banner and 45 words of text	\$2,250 net per issue

Banner specifications: Maximum file size 35K, gif format only.



Integrated Marketing Mix (continued)

Mobile Enterprise Outlook Industry Report

The *Mobile Enterprise Outlook* is a new quarterly report targeting IT professionals engaged or looking to become more involved in rolling out wireless voice and data systems to their fleet of mobility workers. This publication is being produced as a joint venture between MOBILE ENTERPRISE MEDIA and Andrew Seybold's Outlook 4Mobility.

Each quarterly report will contain highly relevant articles about what is real today, what is on the horizon and what you can do to make your mobility workforce(s) more productive. The report will concentrate on the intersection of wireless technologies and mobile computing. It will be written in plain language, free of hard to understand technobabble and full of timely articles.

Yearly subscription rates offered

INDIVIDUAL RATE

CORPORATE RATE

CHARTER CORPORATE RATE

To Subscribe visit:

www.MobileEnterpriseOutlook.com



Web Site Marketing

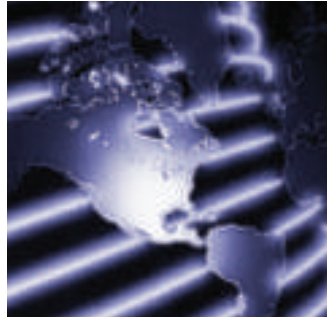
As an extension of *Mobile Enterprise* magazine, www.MobileEnterpriseMag.com is a global gateway, hosting mobile and wireless news, information, archives, eBroadcasts, research, products and services.

MobileEnterpriseMag.com offers timely, strategic and tactical content pertaining specifically to the needs of executives and managers responsible for implementing a company's mobile initiative.

Each month www.MobileEnterpriseMag.com generates over 22,000 page views from over 14,000 unique visitors.



BANNER SIZE	LOCATION	CPM
Leaderboard 728 x 90	Top of page <i>Run of Site</i>	\$45.00
Skyscraper 160 x 600	Right side of page <i>Run of Site</i>	\$45.00
Skyscraper 120 x 600	Left side of page <i>(Below Fold)</i> <i>Run of Site</i>	\$40.00
Banner 468 x 60	Top of Page <i>Run of Site</i>	\$40.00



Integrated Marketing Mix (continued)

Online Buyer's Guide

A comprehensive resource for executives purchasing and implementing mobile technology solutions. The online and print versions feature detailed listings from companies in the mobile market providing hardware, software, communication services and professional support services.

MOBILE ENTERPRISE ONLINE BUYER'S GUIDE

Packages: The following are prices for each package program for the Online Buyer's Guide:

PLATINUM

\$500/mo or \$6,000/yr

- Company logo
- Company name
- Address
- Phone
- Fax
- Web site
- Contact name
- Contact e-mail
- Company logo
- 300 words of text for:
Area of Specialization
Products & Services
Company Statement
- 4 company brochures
- 4 white papers
- 1 product picture
- 1 case study
- 4 press releases

GOLD

\$250/mo or \$3,000/yr

- Company logo
- Company name
- Address
- Phone
- Fax
- Web site
- Contact name
- Contact e-mail
- Company logo
- 200 words of text for:
Area of Specialization
Products & Services
Company Statement
- 1 product picture
- 1 white paper
- 1 company brochure

SILVER

\$150/mo or \$1,800/yr

- Company logo
- Company name
- Address
- Phone
- Fax
- Web site
- Contact name
- Contact e-mail
- 75 words of text for:
Area of Specialization
Products & Services
Company Statement

BRONZE

\$50/mo or \$600/yr

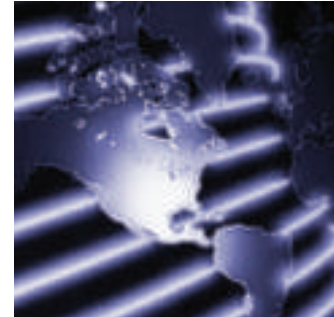
- Company logo
- Company name
- Address
- Phone
- Fax
- Web site
- Contact name
- Contact e-mail

To view samples and purchase any of the above packages, visit www.MobileEnterpriseMag.com/bg today.

ALL ADDITIONAL CATEGORIES \$100 per category at any level

All packages are based on a one year (12-month) program. Once the listing goes live, it will be on the Online Buyer's Guide site for one year from that date. If you cancel at any time, there is no short rate. You will be billed for the length of your contract and the package plan selected.

If you post your listing by October 1, 2005, your Online Buyer's Guide package will automatically be printed in the December 2005 Buyer's Guide issue of *Mobile Enterprise* magazine.



Integrated Marketing Mix (continued)

The Enterprise Solutions Webinar Series

Forward-thinking employers are boosting the effectiveness and productivity of their workers by incorporating wireless technology into their core operations. The NOP “World Business Mobility” study predicts corporate spending on wireless data services will be a “hotspot” for technology investment in 2005. Eighty percent of enterprises either have a wireless data solution in place or are working on one.

CTIA–The Wireless Association™ and *Mobile Enterprise* magazine have joined to bring you the Enterprise Solutions Webinar Series, designed to provide an in-depth look at the wireless-enabled productivity applications and solutions available and in use today and to address all aspects of adoption: How to do it? What are the benefits? And how will it affect your business? Find out what solutions you can implement to give your company a competitive edge.

For more information or to register, please contact your *Mobile Enterprise* representative.



Custom Magazines

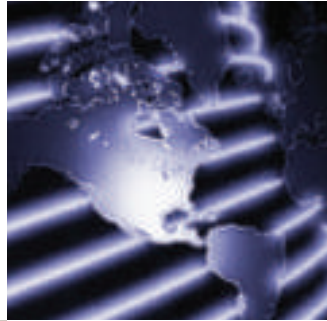
MOBILE ENTERPRISE MEDIA and its award-winning team will work hand-in-hand with you to develop an easy-to-read, customized mini-magazine that delivers the marketing message you want. MOBILE ENTERPRISE Custom Publishing will write, design, create and promote your own custom magazine, both in print and digital formats, which you can e-mail to all of your clients and major partners.



Custom Inserts

MOBILE ENTERPRISE MEDIA can also develop, create and market special custom inserts to run inside issues of *Mobile Enterprise* magazine. Our team can deliver your content to top industry decision-makers via our magazine, newsletter and Web site. You will be able to use these same inserts for your own business purposes as an added value.





Publisher's Requirements

- All clients must submit a credit application before their first insertion.
- No cancellations are permitted after the ad close date.
- Advertisers contracted to run in premium positions must give 30 days' notice before the issue's ad close date.
- Unfulfilled contracts will be short-rated to the actual frequency level, and all merchandising will be charged back to the advertiser.
- Advertisers submitting insertion orders past the ad close date forfeit their position requests.
- Advertisers with invoices past 90 days due will be assessed interest at the rate of 1.5 percent per month.
- Publisher must approve in writing any exception or deviations from these requirements.

Ad Close Dates

Issue	Ad close	Materials due
January 2005	12/7/04	12/15/04
February 2005	1/7/05	1/14/05
March 2005	2/2/05	2/9/05
April 2005	2/22/05	2/27/05
May 2005	3/22/05	3/29/05
June 2005	4/20/05	4/27/05
July 2005	5/20/05	5/27/05
August 2005	6/21/05	6/28/05
September 2005	7/21/05	7/28/05
October 2005	8/22/05	8/27/05
November 2005	9/20/05	9/28/05
December 2004	10/20/05	10/27/05

4-color

	1x	3x	6x	12x	18x	24x	36x
Full Page	\$9,580	\$9,290	\$9,000	\$8,620	\$8,140	\$7,660	\$7,180
2/3	\$7,480	\$7,260	\$7,030	\$6,730	\$6,360	\$5,980	\$5,610
1/2	\$6,230	\$6,050	\$5,850	\$5,610	\$5,300	\$4,990	\$4,680
1/3	\$4,600	\$4,460	\$4,320	\$4,140	\$3,920	\$3,680	\$3,460

Black & white

	1x	3x	6x	12x	18x	24x	36x
Full Page	\$6,850	\$6,650	\$6,440	\$6,160	\$5,820	\$5,480	\$5,140
2/3	\$5,070	\$4,920	\$4,770	\$4,570	\$4,310	\$4,060	\$3,810
1/2	\$4,110	\$3,980	\$3,860	\$3,700	\$3,490	\$3,290	\$3,080
1/3	\$3,020	\$2,930	\$2,840	\$2,720	\$2,570	\$2,420	\$2,270

Cover Positions

Cover 2: \$19,830
(Spreads only)

Cover 3: \$10,538

Cover 4: \$11,017

Preferred positions

First 15 pages: +15%
First spread: +15%
Any guaranteed position: +10%

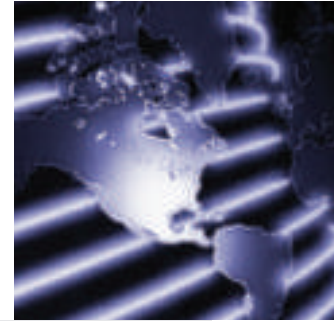
Every issue discount

Advertisers running one or more pages in 12 consecutive issues of ME will earn an additional 10 percent discount off the 12x rate.

Multiple page discount

Advertisers running two or more pages in a single issue of ME will earn a multiple page discount off their earned rate on these pages as follows:

PAGES PER ISSUE	DISCOUNT
2-3	10%
4-5	15%
6-7	20%
8+	25%



Mechanical Requirements

Mobile Enterprise magazine is printed CTP (computer to plate, Web offset, to SWOP standards. Trimmed page is 7¹/₈" x 10¹/₂" and bleed is 8¹/₈" x 10³/₄". Please keep your files clean and simple, include all necessary elements and follow these instructions. We take great care and pride in the quality and accuracy of our magazines. Our policy is not to alter or make any changes to your files, therefore they will print as they are supplied. Please send a color laser printout of the electronic file supplied (with the understanding that a laser print is for content only) so that we can verify that all the elements are there. Always keep a copy for yourself in case we need to call you with any questions. You may reach the production manager at (323) 964-4800 ext. 144.

Media accepted: Macintosh CD or DVD

Electronic specifications:

- Supported Macintosh applications: QuarkXpress, InDesign, Photoshop, Illustrator and Acrobat
- Fonts: Supply all the fonts used in your document including fonts used in any EPS linked files. We strongly recommend using PostScript fonts. Truetype fonts are not as reliable during output process. When you use PostScript fonts you need to save both the printer and the screen fonts. Do not use PC fonts.
- Do not use type "styles" in the layout applications. They will not print correctly.
- All images must be in CMYK, grayscale or bitmap mode and must be saved as TIFF, EPS or PDF. Please remember to update your links before saving the final layout.
- Resolution: 300 to 600 dpi.
- Document size: The document size should be set up to the final trim size of the printed page. Do not place any live area (type or image) closer than 1/2" to the trim of the page.

Bleed: Add 1/8" bleed for any image or color that bleeds off the edge of the page.

Creating postscript files for PDF:

We currently use Acrobat 5.0. Set up your file as follows: Embed all fonts; save all images at print resolution (300 dpi and above); convert all RGB and PMS colors to CMYK or grayscale; set security to "none."

Sending files to us (PLEASE SPECIFY THE ISSUE DATE OF YOUR ADVERTISEMENTS)

- We prefer that you mail your color proof and CD-Rom/DVD to: Sabrina Marsh, *Mobile Enterprise*, Leisure Publications, 4160 Wilshire Blvd., Los Angeles, CA 90010.
- Or you may FTP your file to: ftp.leisurepub.com. Place the ad in the appropriate magazine folder and remember to mail a color proof to Sabrina Marsh, *Mobile Enterprise*, Leisure Publications, 4160 Wilshire Blvd., Los Angeles, CA 90010.
- Size permitting, you may also e-mail your files to your sales rep.

Advertising materials:

All advertising materials will be destroyed after one year, unless otherwise specified. To have your files returned, please submit a written request within nine months of submitting materials.

Insert requirements:

Always consult your sales rep. before printing inserts to insure proper specifications, quantity and shipping address. For an accurate price on insertion, we need to receive a sample of the insert when the space is booked.

Questions?

Call Sabrina Marsh at
(323) 964-4800 Ext. 144
or e-mail sabrina@leisurepub.com

Terms and Conditions

- If a change of copy is not received in accordance with a confirmed schedule, it is agreed that the publisher is to insert previous copy.
- The advertiser is to pay for all production, layout and type.
- Rate earned is based on the number of ads run in *Mobile Enterprise*.
- If less space is used than agreed the publisher is authorized to charge a short rate.
- Past due accounts subject to 1-1/2 percent service charge per month (18 percent yearly).
- Advertiser agrees to pay costs and attorney's fees involved pursuant to collection of past-due invoices.
- Neither the advertiser nor its agency may cancel after closing date.
- Publisher reserves the right to reject or cancel any advertising for any reason.
- The advertiser and its agency are jointly responsible for payment of insertions and production costs.
- Advertiser and advertising agency will assume liability for all content (including illustrations) of advertisements printed and hold publisher harmless from any claims.
- The advertising agreement is executed and to be performed in Los Angeles, Calif.
- Publisher will not be bound by conditions printed or appearing on order blanks or copy instructions.
- These terms and conditions are part of the contract.

Specifications

	Bleed width	Bleed height	Non-bleed width	Non-bleed height
Full page	8-1/8"	10-3/4"	7"	10"
Spread	16"	10-3/4"	14-1/4"	10"
2/3 page-vertical	5-1/8"	10-3/4"	4-5/8"	10"
1/2 page-vertical			3-3/8"	10"
1/2 page-island			4-5/8"	7-3/8"
1/2 page-horizontal			7"	4-7/8"
1/2 page-horiz. spread			14-1/4"	4-7/8"
1/3 page-vertical			2-1/8"	10"
1/3 page-square			4-5/8"	4-7/8"



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 Call Norm Swent at **Marketry Inc.**, (425) 451-1262.

Custom reprints and list rental services maximize your exposure, whether you leverage the market cachet of *Mobile Enterprise* magazine by showcasing an editorial mention, or through direct-mail efforts to our subscriber database.

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