

2006 MEDIA PORTFOLIO

# Mobile Enterprise™



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[www.MobileEnterpriseMag.com](http://www.MobileEnterpriseMag.com)

# WELCOME

*Mobile Enterprise* connects leading mobile and wireless technology companies with the world's most influential decision makers, who are responsible for implementing mobile and wireless business solutions into their enterprises.



[www.MobileEnterpriseMag.com](http://www.MobileEnterpriseMag.com)

# MARKET OVERVIEW

## Field Service

**CTO** Sears  
**Director of Technology** UPS  
**CIO** FedEx  
**VP of IT** AAA  
**CTO** Allegheny Energy  
**CEO** Allstate Insurance  
**CIO** Cablevision  
**CIO** Caterpillar  
**CIO** Charter Communications  
**Director of IT** Con Edison  
**CTO** Dept. of Defense  
**CEO** Haliburton Corp.  
**CIO** Illinois Power



## Mobile Professionals

**CIO** Verizon  
**CTO** American Express  
**CTO** 3M Corp.  
**CEO** Bertrand Chaffee Hospital  
**Senior VP** AG Edwards  
**VP Technology** American Express  
**CIO** CitiGroup  
**CTO** USAF Technology Lab  
**CTO** Deloitte & Touche  
**CEO** American Red Cross  
**CTO** Ernst & Young  
**CIO** Kaiser Permanente  
**CIO** IBM

## Connecting with Our Readers

*Mobile Enterprise* reaches the most influential decision makers across all of the major verticals. Our high-level subscribers are responsible for evaluating, purchasing and deploying mobile products and services for all of their mobile professionals—from the CEO to the VP of sales to the field service technician.

## Field Sales

**IT Director** Bell Helicopter  
**CIO** Boeing  
**CTO** Boise Cascade  
**CIO** Bristol-Myers Squibb  
**CTO** Coca-Cola  
**CIO** Gillette  
**VP of Global IT** GlaxoSmithKline  
**Director of IT** Anheuser-Busch  
**President** Eastman Kodak  
**CTO** Georgia-Pacific  
**Senior VP** Bayer Corporation  
**CIO** Home Depot  
**CIO** Johnson & Johnson



## Mobile Campus

**CIO** Unisys  
**CIO** Children's Hospital Boston  
**CTO** Akron City Hospital  
**CIO** Bloomington Hospital  
**Director of IT** U.S. Department of Energy  
**IT Director** University of Notre Dame  
**Director of Technology** Arizona State University  
**IT/IS Director** Syracuse University  
**VP of IT** Baylor University  
**CIO** Children's Medical Center  
**Director of IT** Boston University  
**CFO** Bay Area Hospital

# MARKET OVERVIEW

## Mobile Technology: Changing the Way We Work

From Fortune 500 companies to small-to medium-sized businesses, the daily workplace and workday continue to evolve in exciting ways as mobile technology enhances the ways and speed in which things get done.

Today, almost every company is able to implement some sort of mobile business solution into its enterprise to gain a major competitive advantage. Exciting new advancements of mobile technology in both hardware and software, combined with the affordable price points of implementing wireless communications, have given every business the opportunity to deploy a mobile solution into their respective organization with the ability to see a real ROI in a very short time.

*Mobile Enterprise* readers are leading the way into the next generation of business technology, and they wield the decision-making and spending power to put it to use.

## Here is What Our Subscribers Have to Say:

- 1 in 4 subscribers have purchased a product as a result of reading *Mobile Enterprise* magazine.
- *Mobile Enterprise* subscribers have purchasing authority for an average of 1,326 mobile workers.
- 62% of readers have visited an advertiser's Web site after seeing their ad in *Mobile Enterprise* magazine.

SOURCE: MOBILE ENTERPRISE SUBSCRIBER STUDY, ADVANTAGE BUSINESS RESEARCH

## Subscribers Strongly Agree with the Following Statements:

*"Mobile Enterprise* magazine introduces me to new ideas and management tools concerning mobile technology."

*"Mobile Enterprise* magazine covers strategic mobile business/IT solutions like no other publication."

SOURCE: MOBILE ENTERPRISE SUBSCRIBER STUDY, ADVANTAGE BUSINESS RESEARCH

# Connecting with the Most Influential Decision Makers

When it comes to providing the latest information on mobile technologies and their implementation into the enterprise, *Mobile Enterprise* is leading the way. Each month *Mobile Enterprise* reaches influential decision makers through the pages of *Mobile Enterprise* magazine; on [MobileEnterpriseMag.com](http://MobileEnterpriseMag.com); in the weekly e-newsletter *Mobilizer*; in *Mobile Enterprise Outlook*, a quarterly research report in partnership with Andy Seybold's Outlook 4Mobility; and through *Mobile Enterprise's* custom publishing projects.

Through these various outlets, *Mobile Enterprise* provides marketing executives with an exclusive, targeted audience in which to showcase products and services—maximizing the effectiveness of marketing dollars through an integrated marketing campaign.

## In Print

For the past six years, leading mobile technology companies have promoted their products and services in the pages of *Mobile Enterprise*. These marketers have successfully utilized *Mobile Enterprise* to build brands, introduce new products, demonstrate real solutions being deployed and stay top-of-mind with the loyal, targeted community of enterprise executives.

### Editorial advisory board

**Tim Bajarin** *Creative Strategies*

**Steve Brumer** *Wireless Rain*

**Mark Desautels** *CTIA*

**Bob Egan** *Tower Group Emerging Technologies*

**Don Grust** *Espria*

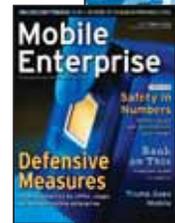
**Tony Rizzo** *The 451 Group*

**Craig Settles** *Successful.com*

**Andy Seybold** *Outlook 4Mobility*

**Lee Sherman** *Industry Expert*

**Eugene Signorini** *The Yankee Group*



### Print products include:

- Monthly issues
- Research
- Supplements
- Custom publishing
- White papers
- Industry reports



## Online

With an established online presence in the business community, *Mobile Enterprise* offers marketers a high-traffic Web site, a weekly electronic newsletter, an interactive Buyer's Guide, a Web Connection Series and an Enterprise Solutions Webinar Series produced in conjunction with CTIA—all ways to help broaden a branding message.

- [www.MobileEnterpriseMag.com](http://www.MobileEnterpriseMag.com)
- *Mobilizer* weekly newsletter
- Online Buyer's Guide
- Web seminar series with *Mobile Enterprise* magazine and CTIA
- Banner ads

## In Person

### Mobile Enterprise Executive Summit

November 1–3, 2006, Miami, Florida

*Mobile Enterprise* is proud to be launching the Mobile Enterprise Executive Summit in November, designed to be the most productive networking opportunity for the world's leading mobile solution providers.

An exclusive roster of by-invitation-only senior-level technology and operations executives will participate in this unique event's roll-up-your-sleeves approach to content, delivering a mix of strategic insight and tactical, in-the-trenches case studies. Held at a luxurious venue that reflects the stature of the participants and the quality of the event, the Mobile Enterprise Executive Summit will connect senior-level executives responsible for rolling out mobile and wireless business solutions with senior executives from mobile solution providers like no other peer-to-peer opportunity.



# EDITORIAL CALENDAR

## EDITORIAL CONTACTS:

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Michelle Maisto, Executive Editor (212) 813-2614 x202

## Mobile Enterprise

	JANUARY	FEBRUARY	MARCH	APRIL	MAY	JUNE
CLOSING DATES & MATERIALS DEADLINES	Space close: 11/28/05 Materials deadline: 12/5/05	Space close: 12/30/05 Materials deadline: 1/6/06	Space close: 1/25/06 Materials deadline: 2/1/06	Space close: 2/24/06 Materials deadline: 3/3/06	Space close: 3/24/06 Materials deadline: 3/31/06	Space close: 4/25/06 Materials deadline: 5/2/06
TRADE SHOWS & EVENTS	<ul style="list-style-type: none"> <li>■ Consumer Electronics Show</li> <li>■ Interlog Winter Show</li> </ul>			<ul style="list-style-type: none"> <li>■ CTIA Wireless 2006</li> <li>■ Gartner's Mobile and Wireless Summit</li> <li>■ WBR Field Service</li> <li>■ Wireless Security Conference &amp; Expo</li> </ul>	<ul style="list-style-type: none"> <li>■ 3G CDMA Americas Congress</li> <li>■ Computerworld Mobile and Wireless World</li> <li>■ WBR Pharma Force</li> </ul>	<ul style="list-style-type: none"> <li>■ BREW 2006 Conference</li> <li>■ C3 Corp. &amp; Channel Computing Expo</li> <li>■ Interlog Summer</li> </ul>
<i>Trade show and event dates are subject to change.</i>						
SPECIAL ADVERTISING ISSUES	2006: A Look at the Year Ahead Corporate Profiles Focus	Mobile Product Showcase			ROI Focus	
FEATURES	Mobile vendor scorecard: How are MS, Palm, Linux, Symbian, etc., stacking up?	An in-depth look at hardware that makes mobile service workers productive.	Vertical focus: construction. What's being used on-site to get the job done effectively.	Exploring just how easy mobile technology is to use. Is it easy enough?	What's your enterprise's strategy for its mobile service team? Make sure your tactics support your strategy.	Printing solutions: An in-depth look at mobile printers for mobile service workers.
	Tablet PCs: Where do they fit in the mobile enterprise? A roundup of the best.	A look at software solutions for mobile professionals: e-mail, PIM, etc.	Determine the best way to combine wireless and wireline services for your enterprise.	Training/e-learning: The most effective ways to train your traveling employees.	Getting the most return out of your mobile software solutions.	The five most effective mobile pros: Do you stack up to the best?
	Mobile solutions for the SMB: What's out there and what works for the small biz.	Sales and CRM productivity software for sales professionals.	Business applications of VoIP: What's real, what's not.	WLAN and cellphones: Combining two radios in once device and reaping the benefits.	VARs/SIs: Find out the best and most effective ways to deploy mobile solutions and maximize returns.	WLANs and healthcare: Best practices of healthcare professionals.
		An in-depth look at the best wireless systems for the mobile campus.				

# 2006

www.MobileEnterpriseMag.com

JULY	AUGUST	SEPTEMBER	OCTOBER	NOVEMBER	DECEMBER
Space close: 5/25/06 Materials deadline: 6/1/06	Space close: 6/26/06 Materials deadline: 7/5/06	Space close: 7/25/06 Materials deadline: 8/1/06	Space close: 8/25/06 Materials deadline: 9/1/06	Space close: 9/25/06 Materials deadline: 10/3/06	Space close: 10/25/06 Materials deadline: 11/1/06
		<ul style="list-style-type: none"> <li>■ AFSMI</li> <li>■ CTIA Wireless I.T. &amp; Entertainment 2006</li> <li>■ Frontline Solutions Conference and Expo</li> </ul>	<ul style="list-style-type: none"> <li>■ Interlog Medical</li> <li>■ Mobile Business Expo</li> </ul>	<ul style="list-style-type: none"> <li>■ <b>Mobile Enterprise Executive Summit—brought to you by Mobile Enterprise magazine</b></li> </ul>	<ul style="list-style-type: none"> <li>■ IQPC Mobile Enterprise Summit</li> <li>■ WBR Utilities Field Service</li> </ul>
<p>For up-to-date information, log on to <a href="http://www.MobileEnterpriseMag.com">www.MobileEnterpriseMag.com</a></p>					
	Annual Mobilizer Awards		Focus on Security		Buyer's Guide
Get rugged: Arm your field force with the tough tools it needs.	Vertical focus: utilities. What are the most effective ways to equip and manage utility crews?	Using GPS and GIS for LBS: Know where your fleet and workers are and how to better serve your customers.	Biometrics: Are they really the key to safe data?	Killer apps: A look at the best mobile applications for enabling workers.	PDA or laptop? Which is the most effective for your field workers?
Government and mobility: How the government is putting mobility to use.	3G put to effective use: What is the best way to use wireless broadband services?	The ultra personal computer: Bill Gates believes in it, do you?	Executive buy-in. If the C-level team doesn't believe in security, neither will the workers.	Smartphones: A collection of smart devices that keep info in hand.	Carriers and the truth: An in-depth look at the major wireless carriers and their services.
SLAs: Is your mobile sales staff being supported by the best? Negotiating SLAs for your team.	WiMAX for the enterprise: Is it finally ready to play with the big boys?	Wireless e-mail strategy: Using e-mail as a launching point to your mobile strategy.	Using middleware to shape a secure mobile enterprise.	Vertical focus: pharmaceutical sales. Learn about the best tools for your sales organization.	Get the connection: How to use Wi-Fi, Bluetooth and other options to connect wirelessly.
		WLANs in education: Find out the best practices.			

# PRINT PORTFOLIO

## In Every Issue

Every issue of *Mobile Enterprise* provides industry executives with real case studies and targeted analysis that can be applied back to their own businesses. In the pages of *Mobile Enterprise*, our audience receives everything it needs—from detailed accounts of companies rolling out real mobile solutions to new products and services on the horizon.

By covering all aspects of the mobile enterprise in each issue, with developments in field service, field sales, mobile executives and the campus environment, we give advertisers the ideal opportunity to demonstrate their commitment to the market and, more importantly, reach senior executives who are directing their company's mobile initiatives.

Special  
Issues

### May *ROI Showcase Special Section*

Commonly viewed as the benchmark of success in rolling out mobile solutions within the enterprise, the ROI Showcase special section offers marketers a unique opportunity to highlight and showcase one or more case studies that are currently being used in the field. As one of the most popular

issues of the year for both marketers and subscribers, the supplement is also posted online for 12 months and can be routinely updated.



### January *Corporate Profiles*

Each January we kick off the year with a special section called Corporate Profiles, to show our subscribers "Who's who in the mobile space." This dedicated section is a way to highlight your company's offerings as well as demonstrate who your partners are and the vertical markets you serve. Posted on our Web site for 12 months, it can be updated at any time as part of your sponsorship.

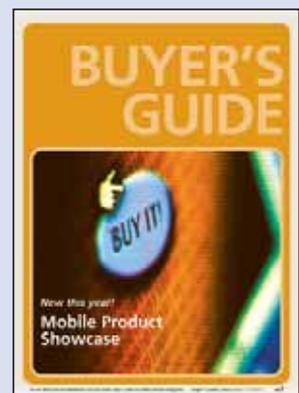


### December *Annual Buyer's Guide*

Our annual Buyer's Guide issue is dedicated to listing the leading mobile product and service providers. Also featured are professional services firms that can help you choose the right products and services to give your enterprise a competitive advantage in today's market.

This highly referenced issue offers marketers the opportunity to stand out with an expanded listing section. Sponsorship provides exposure year round and allows industry executives access to your company library, both in print and online.

Additionally, the online version is expanded to include your white papers and press releases.



# Customized Marketing Solutions

*Mobile Enterprise* helps marketers send tailored marketing messages through a variety of custom publishing options, including supplements, advertorials, research and white papers.

## White Papers

Following the successful launch of white papers in our sister publications, *Mobile Enterprise* will introduce this offering to marketers in 2006. The white papers, written in conjunction with an expert in the industry, will give marketers the chance to present a case study or positioning statement on a pressing mobile technology issue.

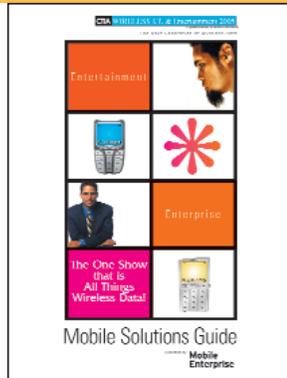
Published in *Mobile Enterprise*, the white papers will also be posted on our Web site, and promoted to our 25,000 e-mail newsletter subscribers, resulting in highly targeted leads for sponsors. The white papers offer solution and service providers an opportunity to educate the mobile and wireless technology community.



## Partner Piece

*Mobile Enterprise*, in conjunction with CTIA, produces the *Mobile Solutions Guide* custom supplement for the CTIA Wireless I.T. & Entertainment trade show each year. This 60-page custom magazine is an ideal way for marketers to highlight their products and services, as well as showcase a real-life case study they have deployed in the field during the year. Marketers have the opportunity to run multiple ads and multiple case studies in this annual publication.

Not only is the *Mobile Solutions Guide* handed out to every attendee at the CTIA events, but it's also put into a digital format with live links to the ads and case studies and is branded on [www.MobileEnterpriseMag.com](http://www.MobileEnterpriseMag.com) as well as [www.CTIA.org](http://www.CTIA.org) for a full year. The *Mobile Solutions Guide* is also promoted in our biweekly newsletter, the *Mobilizer*, giving you bonus exposure to 25,000 opt-in subscribers.



## Custom Inserts

*Mobile Enterprise* helps many leading marketers present success stories, while highlighting their products and customers through a custom insert. Tipped into targeted issues throughout the year, custom inserts are easy to pull out and save, extending the shelf life of the marketer's message.



## Web Connection Series

Establish your company as an industry leader and influence key decision makers as they research the latest ways to utilize mobile technology in their business operations.

*Mobile Enterprise* has a proven track record of delivering top-notch content on the most pertinent topics and trends in the mobile and wireless industry through its Web Connection Series. Together with *Mobile Enterprise* and industry experts, sponsors have the ability to highlight their prominence as leaders in the market by providing in-depth, current knowledge and real-world success stories.

### Proven Format

Web seminar panelists consist of influential decision makers and industry analysts delivering relevant case studies, success stories and market analysis that can be applied back to the attendees' businesses. *Mobile Enterprise* editorial staff lends insight and credibility and often moderates the events to ensure the level of quality that attendees and sponsors expect and deserve.

Working with *Mobile Enterprise* brings an independent third-party credibility and gives you access to our extensive resources to ensure you reach your targeted audience. The Web Connection Series events are promoted in *Mobile Enterprise*, on [MobileEnterpriseMag.com](http://MobileEnterpriseMag.com) and in our e-newsletter, *Mobilizer*. Additionally, when applicable, we target databases from our sister publications, *Consumer Goods Technology*, *Hospitality Technology*, *RIS News* and *VSR*.

Please check [www.MobileEnterpriseMag.com](http://www.MobileEnterpriseMag.com) for a complete listing of topics and dates for our 2006 Web Connection Series.

### Enterprise Solutions Webinar Series—A Partnership with CTIA

CTIA—The Wireless Association and *Mobile Enterprise* magazine have joined together to present the Enterprise Solutions Webinar Series. Designed to provide an in-depth look at wireless-enabled productivity solutions available and in use today, the Enterprise Solutions Webinar Series addresses all aspects of adoption, such as: how to do it, identifying the benefits and knowing how it will affect your business. Find out what solutions you can implement to give your company a competitive edge.

Similar to the Web Connection Series program, the Enterprise Solutions Webinar Series is also promoted in *Mobile Enterprise*, on [MobileEnterpriseMag.com](http://MobileEnterpriseMag.com) and in *Mobilizer*, as well as through the CTIA database.



# WEB SITE AND NEWSLETTER



## www.MobileEnterpriseMag.com

As an extension of *Mobile Enterprise* magazine, MobileEnterpriseMag.com is a global gateway hosting mobile and wireless news, information, archives, e-broadcasts, 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.

MobileEnterpriseMag.com is a great source of mobile product reviews. Posted every Thursday, log on and find out what *Mobile Enterprise* editors think of the latest and greatest mobile offerings.

A new offering in 2006 is Mobile Knowledge, which features content developed by industry expert Lubna Dajani, founder and CEO of Stratemerge. Twice a month Dajani posts her on-going blog about how mobility affects our lives.

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

## Site Overview

- Breaking news
- Mobilizer e-newsletter
- Mobile Knowledge
- *Mobile Enterprise Outlook*
- Product reviews
- Industry events
- White papers
- Archived issues, newsletters and Web seminars

## Opportunities

Banner size	Location	CPM
Leaderboard 728 x 90	Top of page	\$45.00
Skyscraper 160 x 600	Right side of page	\$45.00
Skyscraper 160 x 600	Lower right side of page	\$45.00
Skyscraper 120 x 600	Left side of page	\$40.00
Banner 468 x 60	Top of page	\$40.00

All banners are run off site.



## MOBILIZER e-Newsletter

*Mobilizer*, a weekly HTML newsletter reaching 25,000 opt-in subscribers, is an extension of the MobileEnterpriseMag.com brand and another means of delivering your marketing message to an extended industry audience.

## Sponsorship Opportunities

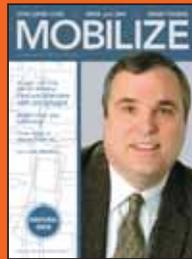
**Lead sponsor:** Top of newsletter, includes 300 x 250 banner 125 x 125 banner and 45 words, \$2,750 net per issue.

**Second spot:** Middle of newsletter, includes 336 x 280 banner, 125 x 125 banner and 45 words, \$2,250 net per issue.

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

# CUSTOM PUBLISHING

## Digital Custom Media Solutions



*Mobile Enterprise* provides outsourced marketing communications services for business-to-business technology companies. Concentrating on print and digital media products, our capabilities encompass the entire publishing process—editorial development, design, production, circulation and distribution.

### Connection with *Mobile Enterprise Magazine*

The unique capability of *Mobile Enterprise's* custom publishing process is that we use the same writers, editors and management that built our magazine. Our projects focus on the high-level executive responsible for an enterprise's vision and direction. Our value proposition is that we use our proven editorial and design capability, as well as our extensive knowledge of the enterprise mobility market, to create custom content for a targeted audience. Ultimately, we build the product to your specifications and you own it.

## Custom Media Testimonials

Our *Wireless Enterprise* magazine, now in its second issue, is continuing to generate enormous interest, and the digital version of the magazine has been a key component of our recent lead-generation activities. We have received more than 850 requests in the last month, and the good news is that this was the first visit to our Web site for over 95 percent of the registrants.

—**Americas marketing manager**, *Extended Systems*

*Sierra Connects!* magazine is an ideal marketing tool to help customers, partners and employees learn about successful Sierra Wireless product deployments in the field. We can't wait to create the next issue!

—**Director of marketing**, *Sierra Wireless*

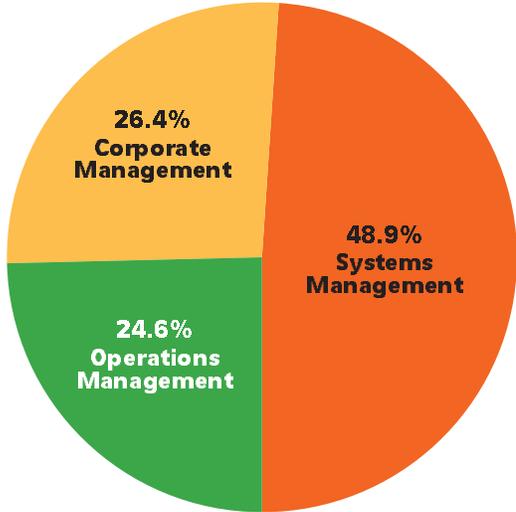


## Our Audience

### Vertical Market Reach

- ✓ Insurance/Real estate
- ✓ Healthcare (medical, pharmaceutical, hospitals)
- ✓ Financial/Banking/Legal
- ✓ Government
- ✓ Service repair/Maintenance
- ✓ Manufacturing
- ✓ Energy/Utilities/HVAC
- ✓ Cable/Telecom
- ✓ Transportation/Delivery/Logistics
- ✓ Construction
- ✓ Consumer packaged goods/Retail/E-business
- ✓ Education
- ✓ System integrator/Consultant/VAR
- ✓ Wholesalers/Distributors
- ✓ Automotive/Aviation/Aerospace
- ✓ Public safety (federal, state, local)
- ✓ Travel/Hospitality/Recreation/Entertainment

### Circulation Overview

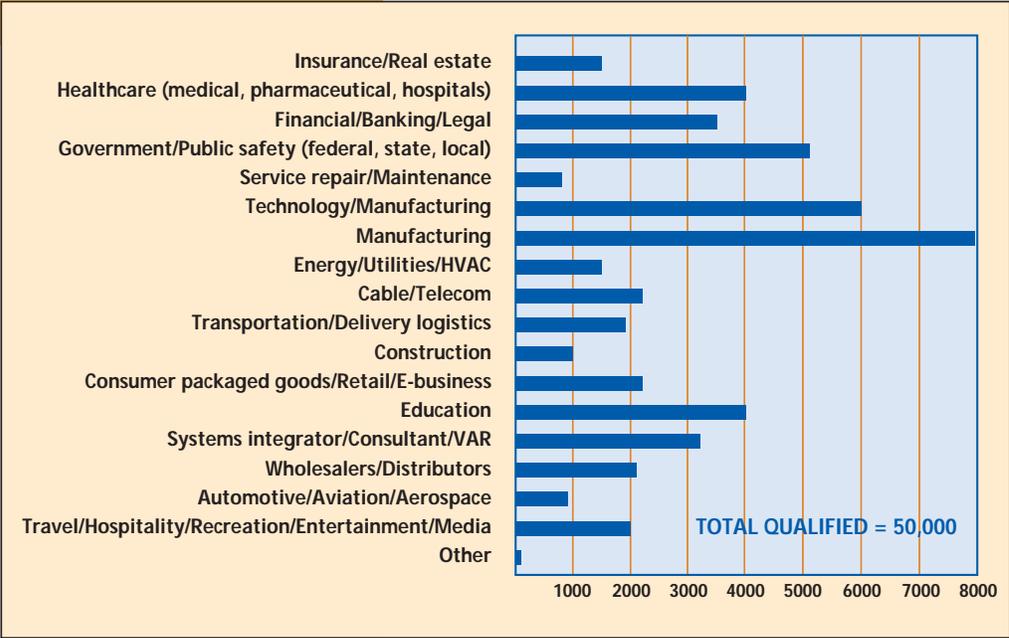


### Circulation: 50,000+

Mobile Enterprise reaches key decision makers.

#### Titles include:

- CEO
- COO
- CIO
- CFO
- VP of Sales/Marketing
- VP/Director/Manager of Field Operations
- Director of IT/IS/MIS/DP
- VP/Director/Manager Call Center
- VP/Director/Manager Customer Service
- Director of Technology Purchases



### Readership

Consists of C-level and IT management involved in the mobile and wireless business implementation process, along with VPs of sales and service operations running their respective groups.

# SPECIALIZED OPPORTUNITIES

## Online Buyer's Guide

The Online Buyer's Guide is 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.

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



PLATINUM	GOLD	SILVER	BRONZE
<b>\$500/mo or \$6,000/yr</b>	<b>\$250/mo or \$3,000/yr</b>	<b>\$150/mo or \$1,800/yr</b>	<b>\$50/mo or \$600/yr</b>
<ul style="list-style-type: none"> <li>■ Company logo</li> <li>■ Company name</li> <li>■ Address</li> <li>■ Phone</li> <li>■ Fax</li> <li>■ Web site</li> <li>■ Contact name</li> <li>■ Contact e-mail</li> <li>■ Company logo</li> <li>■ 300 words of text for: <i>Area of specialization</i> <i>Products and services</i> <i>Company statement</i></li> <li>■ 4 company brochures</li> <li>■ 4 white papers</li> <li>■ 1 product picture</li> <li>■ 1 case study</li> <li>■ 4 press releases</li> </ul>	<ul style="list-style-type: none"> <li>■ Company logo</li> <li>■ Company name</li> <li>■ Address</li> <li>■ Phone</li> <li>■ Fax</li> <li>■ Web site</li> <li>■ Contact name</li> <li>■ Contact e-mail</li> <li>■ Company logo</li> <li>■ 200 words of text for: <i>Area of specialization</i> <i>Products and services</i> <i>Company statement</i></li> <li>■ 1 product picture</li> <li>■ 1 white paper</li> <li>■ 1 company brochure</li> </ul>	<ul style="list-style-type: none"> <li>■ Company logo</li> <li>■ Company name</li> <li>■ Address</li> <li>■ Phone</li> <li>■ Fax</li> <li>■ Web site</li> <li>■ Contact name</li> <li>■ Contact e-mail</li> <li>■ 75 words of text for: <i>Area of specialization</i> <i>Products and services</i> <i>Company statement</i></li> </ul>	<ul style="list-style-type: none"> <li>■ Company logo</li> <li>■ Company name</li> <li>■ Address</li> <li>■ Phone</li> <li>■ Fax</li> <li>■ Web site</li> <li>■ Contact name</li> <li>■ Contact e-mail</li> </ul>

To view samples and purchase any of the above packages, visit [www.MobileEnterpriseMag.com/bg](http://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, 2006, your Online Buyer's Guide package will automatically be printed in the 2007 Buyer's Guide issue of *Mobile Enterprise* magazine.

## Preferred Positions

**Cover 2:** \$19,830 (spreads only)

**Cover 3:** \$10,538

**Cover 4:** \$11,017

**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 *Mobile Enterprise* 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 *Mobile Enterprise* 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%

## Ad Close Dates

ISSUE	AD CLOSE	MATERIALS DUE
January 2006	11/28/05	12/5/05
February 2006	12/30/05	1/6/06
March 2006	1/25/06	2/1/06
April 2006	2/24/06	3/3/06
May 2006	3/24/06	3/31/06
June 2006	4/25/06	5/2/06
July 2006	5/25/06	6/1/06
August 2006	6/26/06	7/5/06
September 2006	7/25/06	8/1/06
October 2006	8/25/06	9/1/06
November 2006	9/25/06	10/3/06
December 2006	10/25/06	11/1/06

## 4-Color

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

## Black and White

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



# MECHANICAL REQUIREMENTS

## Inserts, Gatefolds, Reply Cards and Bellybands

These are all effective ways to call extra attention to your sales message. Call us at (212) 813-2614 x201 for rates and information.

## Standard Advertisement Sizes

*Space may be used only in the following sizes:*

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"

## Artwork

If the publisher does not receive the appropriate materials by the time the publication goes to press, the parties hereby agree that the name, address and phone number of the advertiser will be substituted if there is not previous ad material available.

**Publication trim size:** 7-7/8" x 10-1/2"

**Publication bleed size:** 8-1/8" x 10-3/4"

**Printing method:** Web offset

**Binding method:** Saddle stitch

**Materials and color proofs:** See enclosed specification sheet for required file and material formats.

**Storage of reproduction materials:** Original reproduction material left in the publisher's possession is destroyed 12 months from date of issue unless the publisher is notified in writing as to its disposition.

## Mailing Instructions

**General:** Contracts, insertion orders, correspondence, proofs, copy and all printing materials should be sent prepaid to:  
Production Department, *Mobile Enterprise*  
4 Middlebury Boulevard, Randolph, NJ 07869-1111  
Phone: (973) 252-0100 x222, Fax: (973) 252-9020

## Commission/Payment Terms

**Agency Commission:** Fifteen percent of gross billing allowed to recognized advertising agencies on space, color, covers, special positions and inserts, provided account is paid within 30 days of invoice date.

**Payment Terms:** If payment is not received by net 60 days of invoice date, the 15% agency discount will be rescinded.

## General Rate Policy

**Publishers copy protective clause:** Advertisers and advertiser agencies assume liability for all content (including text, representation and illustrations) and advertisements printed, and also assume responsibility for any claims arising therefrom made against the publisher. The publisher reserves the right to reject any advertising that is not in keeping with the publication's standards, even if it has been published previously.

**Short rates and rebates:** Advertisers will be short-rated if, within a 12-month period from the date of the first insertion, they do not use the number of insertions upon which their billings have been based. Advertisers will be rebated if, within a 12-month period from the date of the first insertion, they have used sufficient additional insertions to warrant a lower rate than that at which they have been billed.

**Rate protective clause:** When new rates are announced, advertisers will be protected at their contract rates for 90 days after effective date of new rate. Orders may be cancelled at the time the change in rates becomes effective without incurring a short-rate adjustment on insertions already run, provided the contract has earned contract frequency rate up to date of cancellation.

**Cancellation:** Orders may be cancelled without charge provided the publisher receives written notice of cancellation prior to the AD CLOSE DATE. A cancellation charge will be assessed if notice is received after the ad close date. Cancellation may affect frequency discount.

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## List Rentals

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.

## Subscriptions

(800) 222-7209  
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## Reprints

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