



Advertising Rates for IEEE National Capital Area Scanner

Effective May 2009

Size	Width (in)	Height (in)	1 Issue	2 Issues	4 Issues
Full Page	10	13 ¼	\$1500	\$1350	\$1200
Half Page Horizontal	10	6 ½	750	675	600
Half Page Vertical	4 7/8	13 ¼	750	675	600
Quarter Page Vertical	3 ¼	10	525	475	425
Quarter Page	4 7/8	6 ½	450	405	360
Eighth Page	2 3/8	6 ½	270	245	220
Card	3 ¼	2	170	165	160

Custom sizes are available. Contact the advertising manager, Mr. Dave Booth, for prices. His email address is dbooth@ieee.org and his phone number is 540-364-1350.

Advertisements may be submitted as PDF files (grayscale, "Print" quality, all fonts embedded) or our managing editor, Ms. Elsie Grant, can assist with ad layouts. Her contact information is ncac-scanner@ieee.org, phone 301-661-5921.

The deadline for each issue is the first day of the preceding month, as follows:

Issue	Deadline
January-February	Dec. 1
March-April	Feb. 1
May-June	April 1
July-August	June 1
September-October	Aug. 1
November-December	Oct. 1