

# CAREER COMMUNICATIONS GROUP, INC 2010 EDITORIAL CALENDAR

## ADVERTISING MATERIAL DEADLINES

### ❖ WINTER

**Ad material deadline: January 22, 2010**

*US Black Engineer & Information Technology*—Black History Month Black Engineer of the Year Awards (BEYA) Conference Edition featuring:

- Black Engineer of the Year Award Winners
- Modern Day Technology Leaders
- Minorities in Research Science's Emerald Honors Winners
- Science Trailblazers

### ❖ SPRING

**Ad material deadline: March 19, 2010**

*Hispanic Engineer & Information Technology*

Spring Edition featuring:

- The Most Important Hispanics in Technology
- 40 Under 40
- Top Supporters of Hispanic Serving Institutions (HSIs) Engineering Colleges

### ❖ SPRING

**Ad material deadline: April 16, 2010**

*US Black Engineer & Information Technology*

Historically Black Colleges and Universities (HBCUs) Edition featuring:

- Top Supporters of HBCU Engineering Colleges
- Top Black Chief Information Officers (CIOs)
- Top HBCU Alumni

\*\*\*Bonus distribution at HBCU Response & Professional Connections event\*\*\*

### ❖ SPRING

**Ad material deadline: May 21, 2010**

*Women of Color*

Spring Edition featuring:

- Top Women in Defense

### ❖ FALL

**Ad material deadline: August 24, 2010**

*Hispanic Engineer & Information Technology*—Hispanic Heritage Month

Diversity Careers Edition featuring:

- Most Admired Companies for Hispanics
- Top Hispanics in the U.S. Military and Senior Executive Service (SES) Personnel
- Special Career Section

### ❖ FALL

**Ad material deadline: September 8, 2010**

*US Black Engineer & Information Technology*

Best Employers Edition featuring:

- Most Admired Companies
- Special Career Section

\*\*\*Bonus distribution at HBCU Response & Professional Connections event\*\*\*

### ❖ FALL

**Ad material deadline: September 30, 2010**

*Women of Color*—

Women of Color STEM Conference Edition featuring:

- Women of Color STEM Award Winners
- Technology All Stars and Rising Stars

### ❖ WINTER

**Ad material deadline: November 19, 2010**

*US Black Engineer & Information Technology*—

Homeland Security and Defense Edition featuring:

- The Most Important Blacks in Technology
- Top Blacks in the U.S. Military and Senior Executive Service (SES) Personnel

\*\*\*Bonus distribution at the annual BEYA Stars and Stripes military dinner celebration\*\*\*

\*Schedule is subject to change.

## CONFERENCE DATES AND LOCATIONS:

### ❖ 2010

**February 18-20, 2010**

*BEYA: Science, Technology Engineering and Math (STEM) Global Competitiveness Conference*

Baltimore Convention Center

Baltimore, MD

[www.beya.org](http://www.beya.org)

**October 28-30, 2010**

*15th Women of Color Science, Technology Engineering and Math (STEM) Conference*

Sheraton Dallas Hotel

Dallas, TX

[www.womenofcolor.net](http://www.womenofcolor.net)

### ❖ 2011

**February 17-19, 2011**

*25th BEYA: Science, Technology Engineering and Math (STEM) Global Competitiveness Conference*

Marriott Wardman Park Hotel

Washington, DC

[www.beya.org](http://www.beya.org)

## NOMINATION DEADLINES:

**Women of Color STEM Awards 2010 Nomination  
(Women of Color STEM Awards Conference 2010)**

4/30/2010

Featured in: *Women of Color* — Conference Edition 2010

**Rising Stars of Technology 2010 Nomination  
(Women of Color STEM Awards Conference 2010)**

5/15/2010

Featured in: *Women of Color* — Conference Edition 2010

**Technology All-Stars 2010 Nomination  
(Women of Color STEM Awards Conference 2010)**

5/15/2010

Featured in: *Women of Color* — Conference Edition 2010

**Black Engineer of the Year Awards 2011 Nomination  
(BEYA STEM Global Competitiveness Conference)**

8/31/2010

Featured in: *US Black Engineer & Information Technology* — Conference Edition 2011

**Modern-Day Technology Leaders Nomination  
(BEYA STEM Global Competitiveness Conference)**

9/15/2010

Featured in: *US Black Engineer & Information Technology* — Conference Edition 2011



**CAREER**  
COMMUNICATIONS GROUP, INC.

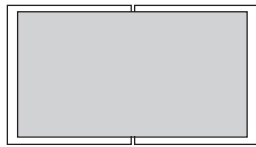
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*Celebrating diversity. Committed to e-quality.*

# CAREER COMMUNICATIONS GROUP, INC.

## 2010 Mechanical Requirements

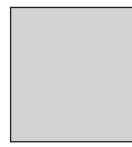
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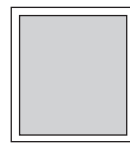
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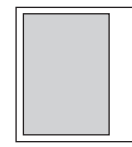
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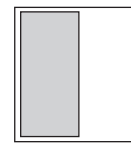
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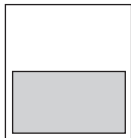
Full Page  
7" wide by 10"  
tall



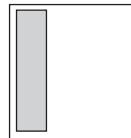
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tall



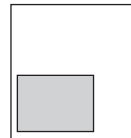
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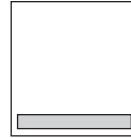
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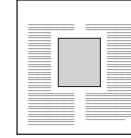
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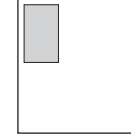
1/3 page horizontal  
4.625" wide by 5" tall



1/8 page strip  
7" wide by 1.25" tall



1/3 page center island ad  
3" wide by 4.5" tall



1/6 page  
2.125" by  
5" tall

### Ad Production Guidelines:

Files must be saved as a press optimized PDF file with fonts embedded with all ads. Images are to be in CMYK format, and should be high-resolution (at least 300 dpi). PowerPoint, Microsoft, GIF, BMP, or PICT files are not accepted and should not be used. Include all screen and printer fonts needed in the document and all fonts used in any EPS of the document. TrueType fonts and multiple master fonts are not accepted and should not be used.

Send materials to your account executive's email.

OR

#### FTP:

Host: ftp.powweb.com  
User name/ID: publishingads  
Password: ccgmag729#

Files should be saved in the folder "Upload Ads Here". Each publication has a designated folder. Place ads in the appropriate folder. (A fax must accompany any file placed on the FTP server. This fax should include the name of the file, in which magazine issue the ad is to be placed, and a thumbnail of the ad itself. Fax number is 410-752-1834.)

#### Postal:

Career Communications Group Inc.  
Attention: Art Director  
729 East Pratt Street, 5th Floor  
Baltimore, MD 21202  
410.244.7101 • Fax 410.752.1834

### Photo Guidelines:

These guidelines apply to all Career Communications Group publications. To ensure the quality of our publications, we have established the following guidelines for photography used.

Full or quarter-body action shots are preferred over headshots. Try to show the subject interacting comfortably in a familiar environment. Please avoid bright backgrounds such as hot pink, fluorescent green etc., cluttered desk or background area. Also, avoid sending inkjet printouts of photos.

1. Color photographs - maximum size 8x10"; minimum size 5x7".
2. Black and White photographs - maximum size 8x10"; minimum size 5x7".
3. Digital photographs—High-resolution only. Minimum 300 dpi resolution. EPS, JPEG, or TIFF format. Minimum size 5x7". **Please do not send photos in Microsoft Word or in PowerPoint.** Save files as "firstname\_lastname.filetype," such as "John\_Smith.jpg."
4. Color 35mm slides.

For further information, please contact the Production Department at [artdirector@ccgmag.com](mailto:artdirector@ccgmag.com)

Career Communications Group, Inc.  
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Baltimore, MD 21202  
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### Advertising Rates

US Black Engineer & Information Technology, Hispanic Engineer & Information Technology, Science Spectrum, and Women of Color Magazine

B/W	1x	2x	4x
Full-Page	\$5085	\$4576	\$4323
2/3-Page	\$3990	\$3591	\$3391
1/2-Page	\$3195	\$2875	\$2716
1/3-Page	\$2798	\$2517	\$2378
2-Color	1x	2x	4x
Full-Page	\$5835	\$5251	\$4960
2/3-Page	\$4740	\$4266	\$4029
1/2-Page	\$3945	\$3550	\$3354
1/3-Page	\$3548	\$3193	\$3015
3/4-color	1x	2x	4x
Full-Page (Standard-Level)	\$6360	\$5724	\$5406
2/3-Page (Value I)	\$5265	\$4739	\$4475
1/2-Page (Value II)	\$4470	\$4023	\$3800
1/3-Page (Value III)	\$4073	\$3665	\$3461
Back Cover (Premium-Level)	\$7125	\$6413	\$6056
Inside Cover (Premium-Level)	\$7125	\$6413	\$6056

Corporate-Level Package **\$12990**

Web Marketing Package **\$1500**

#### Special College Rates

Full-Page	2/3-Page	1/2-Page	1/3-Page	1/6-Page
\$3810	\$2993	\$2125	\$1500	\$900

Add 5 percent premium for these special positions: Center Spread, Page One, Opposite Inside Cover, Opposite Feature Article, Last Page, Opposite Inside Back Cover, Opposite Publisher's Page/Editor's Page, Opposite Table of Contents, Right and Left Pages Opposite Résumé Cards.

### Send materials to:

Advertising Department



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Celebrating diversity. Committed to e-quality.