

Be Heard®

IABC INTERNATIONAL ASSOCIATION OF BUSINESS COMMUNICATORS

CW
the magazine for communication management

Advertise your products and services and reach motivated readers

Spotlight your products and services in the award-winning *Communication World* and connect with more than 16,000 professional communicators working in corporations, governments, nonprofits, and PR and consulting firms.

Audience and distribution

The July/August issue of CW will reach more than 16,000 professionals. The magazine will have bonus distribution at the World Conference.

Content

Communication World offers the latest in research and trends in the communication field through in-depth reports and insightful interviews.

Publication date

The July/August issue of CW mails in early June.

Deadlines

Space reservation due: April 23, 2012

Materials due: May 9, 2012

Contact a media sales representative to reserve your preferred placement.

Bridget Blaney

+1-773-259-2825

bblaney@ascendmedia.com

All rates are net. Cancellations are non-refundable.

Purchase a 3x frequency, full-page or half-page ad to receive a full- or half-page advertorial.

Command attention with prime-time placement

CW advertorial*

Tell the story behind your products or services. Your advertorial will be placed within a special "advertorial" section.

Full-page advertorial includes:

- Full page of copy up to 600 words
- Small color photo
- Full page display ad next to advertorial

Full-page advertorial



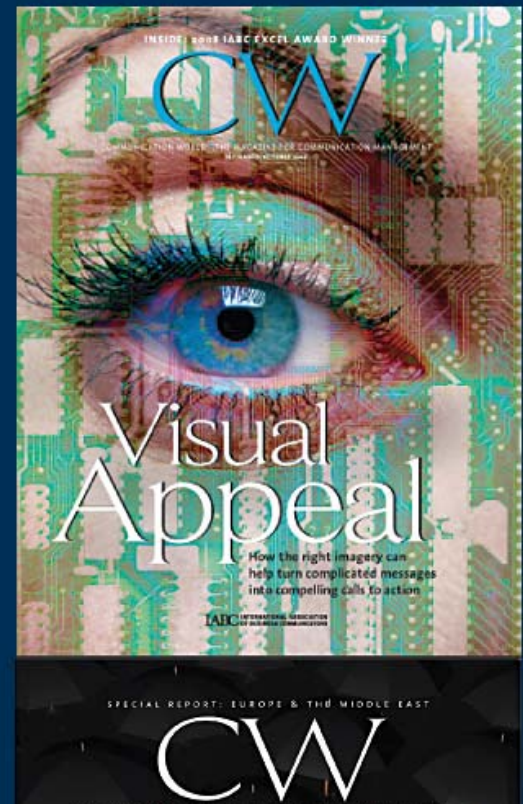
For illustrative purposes only. Actual advertorial layout may differ from layout shown.

Half-page advertorial



Half-page advertorial includes:

- Half a page of copy up to 300 words
- Small color photo
- Half-page display ad under advertorial



*Advertorial runs in the same issue as one of the 3x frequency buy ads. Ads include typesetting and one proof. Publisher reserves the right to edit descriptions for space and content.

CW

Communication World, the
official magazine of IABC

CW publishes award-winning content

Communication World offers the latest in research and trends in the communication field through in-depth reports and insightful interviews.

2012 editorial topics

- Content curation
- Clarity in communication
- CEO communication
- Mergers and acquisitions
- Trends in communication roles
- Risk management/crisis communication

2012 advertising planning calendar:

January — February 2012

Space reservation: **Oct. 26**
Materials due: **Nov. 11**

March — April 2012

Space reservation: **Dec. 29**
Materials due: **Jan. 16**

May — June 2012

Space reservation: **Feb. 27**
Materials due: **Mar. 14**

July — August 2012

Space reservation: **Apr. 23**
Materials due: **May 9**

September — October 2012

Space reservation: **June 28**
Materials due: **July 16**

November — December 2012

Space reservation: **Aug. 28**
Materials due: **Sept. 13**



Advertising rates

All rates are in US dollars.

Size	Dimensions (width x height)	1x-2x	3x-5x	6x+
4-COLOR ADS				
Two-Page Spread	17" x 10-7/8"	\$5,040	\$4,500	\$3,680
Full Page	8-1/2" x 10-7/8"	\$3,560	\$3,240	\$2,840
2/3 Page	4-5/16" x 9-1/8"	\$3,140	\$2,880	\$2,520
1/2 Page	4-3/8" x 7" or 6-7/8" x 4-7/8"	\$2,840	\$2,620	\$2,400
1/3 Page	2" x 9-1/8" or 4-3/8" x 4-7/8"	\$2,520	\$2,300	\$2,100

SPECIAL PLACEMENT ADS

Back Cover	8-1/2" x 7"	\$4,280	\$4,000	\$3,400
Inside Front Cover	8-1/2" x 10-7/8"	\$4,100	\$3,740	\$3,260
Inside Back Cover	8-1/2" x 10-7/8"	\$3,920	\$3,580	\$3,100

INSERTS, SPECIAL SECTIONS, POLYBAGGING

Contact advertising representative for rates.

Contact your media sales representative
to reserve your preferred placement.

Bridget Blaney

+1-773-259-2825

bblaney@ascendintegratedmedia.com

All rates are net. Cancellations are nonrefundable.

Other
opportunities
are available.
Contact your media
sales representative
for more
information.

IABC INTERNATIONAL ASSOCIATION
OF BUSINESS COMMUNICATORS

Be Heard®

ASCEND MEDIA ADVERTISING AGREEMENT

Subject to acceptance by Ascend Integrated Media LLC
 All advertising subject to IABC approval.

IABC INTERNATIONAL ASSOCIATION
 OF BUSINESS COMMUNICATORS



COMMUNICATION WORLD

COMMUNICATION WORLD

Please complete the following information:

Advertiser: _____
 Agency (if applicable): _____
 Billing Information: Agency Advertiser
 Contact Name: _____
 Billing Address: _____
 City: _____ State: _____ ZIP: _____
 Phone: _____
 Fax: _____
 Email: _____

January — February 2012
 Space reservation: **Oct. 26**
 Materials due: **Nov. 11**

March — April 2012
 Space reservation: **Dec. 29**
 Materials due: **Jan. 16**

May — June 2012
 Space reservation: **Feb. 27**
 Materials due: **Mar. 14**

July — August 2012
 Space reservation: **Apr. 23**
 Materials due: **May 9**

September — October 2012
 Space reservation: **June 28**
 Materials due: **July 16**

November — December 2012
 Space reservation: **Aug. 28**
 Materials due: **Sept. 13**

Communication World

Size	1x-2x	3x-5x	6x+
4-COLOR ADS			
Two-Page Spread	\$5,040	\$4,500	\$3,680
Full Page*	\$3,560	\$3,240	\$2,840
2/3 Page	\$3,140	\$2,880	\$2,520
1/2 Page*	\$2,840	\$2,620	\$2,400
1/3 Page	\$2,520	\$2,300	\$2,100
SPECIAL PLACEMENT ADS			
Back Cover	\$4,280	\$4,000	\$3,400
Inside Front Cover	\$4,100	\$3,740	\$3,260
Inside Back Cover	\$3,920	\$3,580	\$3,100

INSERTS, SPECIAL SECTIONS, POLYBAGGING

Contact advertising representative for rates.

*Purchase a 3X frequency, Full Page or 1/2 Page to receive a full- or half-page advertorial.
 *Does not include production fees or cost of materials.

Sales contact
Bridget Blaney
 +1-773-259-2825
bblaney@ascendintegratedmedia.com

IABC.com

Education pages	\$1,800
Student home page	\$1,200
Discovery home page	\$2,400
Job Centre	\$2,700

Please send insertion orders to:
 Ascend Integrated Media LLC
 Attn: Bridget Blaney
 7015 College Blvd., Suite 600
 Overland Park, KS 66211 USA
bblaney@ascendintegratedmedia.com
 Fax: 913-344-1417
www.ascendintegratedmedia.com

eNewsletters

CW Bulletin	\$2,100
Student Connection	\$400
Professional development marketing	\$1,800

Please contact Bridget Blaney for instructions on sending ad materials.

Please write your initials next to selected opportunities. Total Amount \$ _____ All rates are in US dollars.

Terms

- Signing this agreement indicates firm space commitment in accordance with the corresponding rate card. A faxed, signed copy of this agreement is also binding.
- Advertising agency and/or client are liable should one or the other default. Cancellations are nonrefundable.
- All rates are net. Payment is due at space deadline. No agency or cash discounts are permitted. A minimum \$500 late fee will be charged for materials received after the materials deadline.
- Advertiser agrees that the publisher's liability (if any), due to omissions or errors in such advertising, shall in no event exceed the amount of charges for the listing or advertising which was omitted or in which the error occurred; liability shall be discharged by abatement of the charges or an advertising allowance commensurate with the error for the particular listing or advertising in which the omission or error occurred. No adjustments will be made to any free listing or advertisement.

Please remit payments to:
 Ascend Integrated Media LLC
 P.O. Box 870939
 Kansas City, MO 64187-0939 USA

Option to pay by credit card

VISA MasterCard American Express Discover Expiration Date _____
 Card Number _____
 Authorized Signature _____

I have read and agree to the terms as set forth on this document.

Authorized Advertiser/Agency Signature & Title _____
 PO# (if necessary) _____

Sign and return to:
Bridget Blaney
 Ascend Integrated Media LLC
 7015 College Blvd., Suite 600
 Overland Park, KS 66211
bblaney@ascendintegratedmedia.com
 Fax: 913-344-1417