



# AVISIAN

media planner 2010

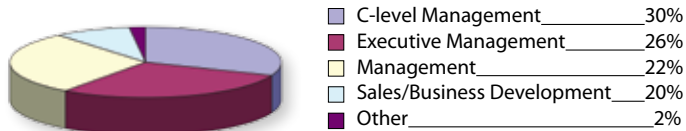
IN PRINT: re:ID MAGAZINE • CRBONews MAGAZINE  
ONLINE: CONTACTLESSNEWS.COM • CRBONews.COM • RFIDNEWS.ORG • SECUREIDNEWS.COM  
FIPS201.COM • NFCNEWS.COM • THRIDFACTOR.COM • DIGITALIDNEWS.COM • IDNOTICIAS.COM

# re:ID

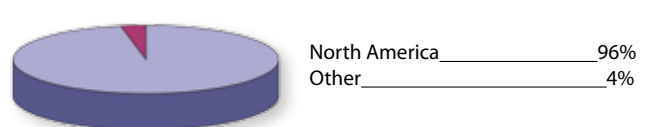
Regarding ID Magazine

Regarding ID is a 68+ page, glossy full-color magazine that follows AVISIAN Publishing's tradition – blending exceptional style and top quality content. Best-of-class articles from our family of ID technology publications are combined with re:ID-only features to produce each quarterly issue. As we enter the sixth year of publication, re:ID is the identity industry's leading print publication. Each quarterly issue is mailed to 11,000+ subscribers and members of leading trade associations such as the Smart Card Alliance. Bonus distribution at leading industry events and conferences and an growing base of international readers download the electronic version of the magazine online.

### Reader Breakdown



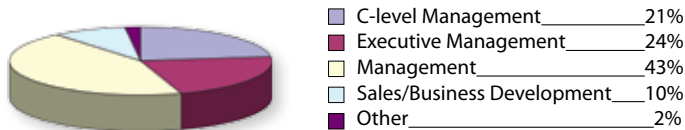
### Geographic Breakdown



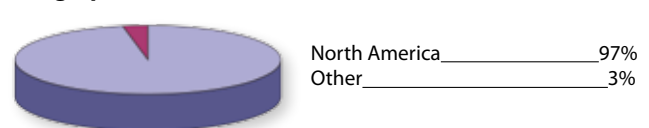
# CR80News

CR80News Magazine explores the utilization of ID technologies on college and university, K-12, and corporate campuses. CR80News mails to 5,000 subscribers, including members of the National Association of Campus Card Users, and is distributed at key industry events. CR80News is produced twice per year (Spring and Fall).

### Reader Breakdown



### Geographic Breakdown



EDITORIAL CALENDAR		EVENTS	KEY DATES
<b>SPRING 10</b>	Securing the cloud Facial recognition biometrics Tokens Emerging physical access control technology NFC: Deciphering out the business case	NACCU Annual Meeting ISC West Smart Card Alliance Payments Summit	Contract due: 2/5 Materials due: 2/12 Release date: 2/26
<b>SUMMER 10</b>	The identity crisis in health care Contactless fingerprint technology Emerging online ID technology NFC and tourism applications Transit payment trends	Smart Card Alliance Annual Conference	Contract due: 4/16 Materials due: 4/23 Release date: 5/7
<b>FALL 10</b>	PIV: Two years later Emerging biometric technology ID Convergence: Is it happening? Contactless payments: Are we at a tipping point? NFC device survey	Smart Cards in Government Biometric Consortium ASIS ISC East NACAS Annual Meeting	Contract due: 7/23 Materials due: 7/30 Release date: 8/13
<b>WINTER 10</b>	Biometrics and border control E-passport update Keystroke biometrics Alternative online payment technology ID Management: a look at the software	CARTES & IDentification	Contract due: 10/8 Materials due: 10/15 Release date: 10/29

\* These are tentative issue titles and dates. Industry developments, product launches and trends will impact this schedule and the sub-content contained in each issue.

## Established Publications

### ContactlessNews

**Visits per month** \_\_\_\_\_ 61,000  
**eDigest subscribers** \_\_\_\_\_ 5,000

One of the hottest growth areas in personal identification technology is contactless or radio frequency identification. 13.56 MHz contactless technologies that go by such names as ISO 14443, ISO 15693, Mifare®, DESFire®, iCLASS™ and FeliCa™ are the fastest growing sector of the smart card market. It is the technology of choice in many access, payment, secure document and transit applications. ContactlessNews is the only publication exclusively focused on the worldwide contactless markets.

### CR80News

**Visits per month** \_\_\_\_\_ 39,000  
**eDigest subscribers** \_\_\_\_\_ 5,500

CR80News is the single source for up-to-the-minute news and insightful reporting on the technologies, products and players in the campus ID card market. We cover both the well-established and the cutting-edge use of magnetic stripe, barcode, proximity, smart card and biometric technologies in closed system ID projects. Though higher education is the core target of the publication, K-12 (primary and secondary education) campuses and corporate campuses are heavily represented in both the content and audience.

### RFIDNews

**Visits per month** \_\_\_\_\_ 70,000  
**eDigest subscribers** \_\_\_\_\_ 5,800

Very few technologies possess the growth potential of radio frequency identification (RFID). Sales projections are made in billions of units rather than millions, and each and every company that manufacturers, distributes or sells a product will eventually be impacted. RFIDNews is an established thought leader in the important and sometimes controversial use of RFID for logistics, inventory management and other emerging applications.

### SecureIDNews

**Visits per month** \_\_\_\_\_ 54,000  
**eDigest subscribers** \_\_\_\_\_ 4,700

In our security conscious world, governments and corporations spend billions of dollars annually to protect individuals, assets and data. SecureIDNews is the clearinghouse for info and news on the wide array of ID and authentication technologies. Our coverage of world-changing programs such as electronic passports, FIPS 201, military IDs, national ID cards and driver licenses attract government decision makers from around the globe. Our focus on the merging of physical and logical security has built a loyal following from corporations both large and small.

## Emerging Publications

### NFCNews

**Visits per month** \_\_\_\_\_ 11,000  
**eDigest subscribers** \_\_\_\_\_ 1000

NFCNews explores the development and implementation of Near Field Communication, a short-range wireless technology that promises to revolutionize contactless identification, payment, access, and more. Get your NFC product information in front of the world's most targeted audience of NFC-interested buyers and issuers via this dedicated resource.

### ThirdFactor

**Visits per month** \_\_\_\_\_ 19,000  
**eDigest subscribers** \_\_\_\_\_ 1,300

ThirdFactor investigates the application of the wide range of biometric technologies across the spectrum of identification and security markets. Readers explore the latest news and follow market and product developments at this high-profile industry site. Take advantage of this unique vehicle and reach a targeted segment of the ID market that actively seeks out the best in biometric insight.

### DigitalIDNews

**Visits per month** \_\_\_\_\_ 10,000  
**eDigest subscribers** \_\_\_\_\_ 800

DigitalIDNews explores the issuance, management, and protection of individuals' digital identification. A heated battleground for privacy rights and personal protections, the realm of digital ID is the security and credentialing market's next great frontier. Promote your company's message alongside this thought-leading resource as it helps shape the discussion around digital Identity.

### IDNoticias

**Visits per month** \_\_\_\_\_ 14,000  
**eDigest subscribers** \_\_\_\_\_ 700

As the identity industry's most targeted Spanish language resource, IDNoticias provides the most up-to-date and relevant insight for Latin American and Spanish speaking markets. Key content from AVISIAN's suite of ID technology publications is translated and complemented by IDNoticias-only features each and every day. Reach this growing market segment with the best dedicated resource on the web.

## FIPS201.COM

A departure from the typical AVISIAN news source, FIPS 201.com is a product directory for identification technology offerings approved for use under the FIPS 201 standard and the HSPD-12 mandate. Government agencies are required to purchase products from a list of specific GSA approved products that have gone through a rigorous testing process to ensure that they are compliant with the new standards. FIPS201.com makes this process simple – it offers a comprehensive list, complete with photos, brochures, product descriptions and contact information. Paired with the latest in FIPS 201 news, events and multimedia information, it offers readers a one stop shop for all FIPS 201 information.

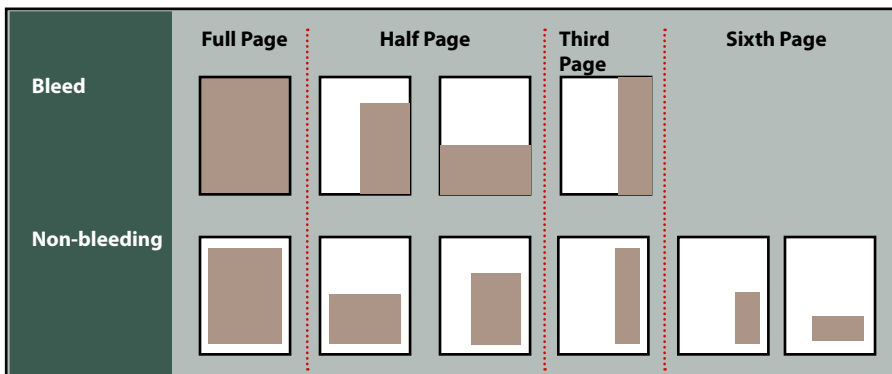
To list a product in the FIPS201.com directory, the product must have successfully completed the GSA approval process. Listings are available on an annual basis and priced based on the number of products to be listed. See page 5 of this Media Planner for details.

Online Advertising Rates & Specs

	Size	Rate per month (based on x months)			Description
		12x	3x	1x	
Display Ad	216 x 216 pixels	\$750	\$950	\$1050	Multiple units on all pages; located on right side of pages above and below fold
Leaderboard Ad (Article Category Sponsor)	728 x 90 pixels	\$1200	\$1400	\$1500	1 unit per page; located above header on all pages within an dedicated Article Category on all AVISIAN Publication sites.
		50% off listed rate with Display Ad sponsorship			
Marketplace Ad	216 x 108 pixels	\$345	\$395	\$415	Multiple units on all pages; located at bottom of pages
Text Ad	36 word max. with URL	\$245	\$275	\$295	Multiple units on all pages; located below Display Ads on right side of pages
eDigest Display Ad	216 x 216 (must already have a display ad to use; one placement per month)			\$300	Multiple units per issue; located on the right side of electronic newsletter
eDigest Banner Ad	468 x 60 (must already have a display ad to use; one placement per month)			\$500	1 unit per issue; located above header on electronic newsletter
File Specifications	<b>Accepted formats:</b> .gif, animated .gif, Flash (with clickTAG only). <b>Materials due:</b> Two (2) business days prior to posting. <b>Include with instructions:</b> Redirect (final) URL and alt text. File size not to exceed 40kb. <b>eDigest specifications:</b> .gif, animated .gif files only. No Flash. <b>Send materials to:</b> advertise@avisian.com.				

Print Advertising Rates & Specs

	Size			Price (per issue)				Comments			
	Live Area	Trim size	Bleed size	4x	3x	2x	1x				
Full Page	7.875" x 10.375"	8.375" x 10.875"	8.625" x 11.125"	\$2700	\$3000	\$3200	\$3400	bleed .125" on all sides			
Full Page Non-bleeding	7.125" x 9.625"										
Half Page Vertical	4.9375" x 7.125"	5.4375" x 7.625"	5.5625" x 7.75"	\$1795	\$1995	\$2095	\$2295	bleed .125" on right and bottom			
Half Page Vertical Non-bleeding	4.6875" x 7.125"										
Half Page Horizontal	7.875" x 5.0875"	8.375" x 5.5875"	8.625" x 5.7125"								
Half Page Horizontal Non-bleeding	7.125" x 5"										
Third Page	2.5" x 10.375"	3" x 10.875"	3.125" x 11.125"	\$1550	\$1750	\$1850	\$2050	bleed .125" on top, right, bottom			
Third Page Non-bleeding	2.25" x 9.625"										
Sixth Page Vertical	2.25" x 4.75"			\$1150	\$1250	\$1350	\$1450				
Sixth Page Horizontal	4.6875" x 2.5"										
<b>Add-ons:</b> Full page spread, tip-ins, gatefolds, premium placements, belly bands, polybagging. Priced upon request.											
File Specifications	Regarding ID Magazine and CR80News Print Edition are printed using web offset and all-digital, computer-to-plate processes. All materials must be submitted as digital files in Adobe Acrobat Portable Document Format (PDF) per the specifications available online at <a href="http://www.avisian.com/ratecard_print.html">www.avisian.com/ratecard_print.html</a> . <b>Send materials to:</b> advertise@avisian.com or contact for FTP information.										



Contact:

AVISIAN Publishing  
 315 E. Georgia St. • Tallahassee, FL 32301

Advertising Department  
 Attn: Chris Corum  
 850-391-2273 • advertise@avisian.com  
 www.AVISIAN.com

For the most up to date version of this document, visit [www.AVISIAN.com/advertise](http://www.AVISIAN.com/advertise)

# Why list your approved products on FIPS201.com?

**Frankly, because the federal government is not going to market it for you.** They established the approval processes but promotion is not their business. Sure, you are included on a list at some abstract .gov web page, but that will not maximize your product's potential. You deemed it worthwhile to seek the approved status, doesn't it make sense to let buyers know about it?



## Show off your approved product in style.

It took hard work and money to get your product produced, tested and approved. Shouldn't you show it off in style? FIPS201.com is the place to do it. It is where ID administrators and decision makers go to learn about the PIV program and the products approved for use. The visually appealing, interactive directory enables buyers to search for and compare products quickly and easily.

## Top Google rank brings buyers to your listing

In addition to the robust approved products directory, a daily feed of news items, original feature articles and resources keep visitors up to date. Plus, FIPS201.com is the official media partner for the Interagency Advisory Board (IAB), the group that represents agencies working toward PIV compliance. Audio coverage is available shortly after each meeting for those who cannot attend in person.

All this has earned the site a top-five Google listing for key search terms such as "FIPS 201," "FIPS 201 approved products," "GSA approved products." In turn, this accounts for our strong month-over-month visitor increases – more than 10,000 visitors per month average for past 12 months.

## Listing is a powerful sales tool.

A single lead could more than pay for the annual listing expense ... but each and every day more than 1000 in-depth product listings are reviewed by potential buyers.

## Listing is easy and quick.

When you become a member, you will receive a username and password that enables you to access your secure administration page. You then enter a detailed product description, provide contact information for interested buyers, upload photos, and provide links to relevant datasheets and collateral materials. You can update your listings as often as you like.

## Listing brings a host of additional benefits as well.

As a member you can also submit relevant white papers, audio/video assets, and event information for inclusion on the site.

## Listing is extremely cost-effective.

Annual membership and listing is just \$1000 for a company with one to three approved products; \$2000 for a company with four to 6 approved products; and \$3000 for a company with 7 or more approved products.

## Get proactive with your product promotion.

Federal agencies, state and local governments, first responders, international organizations, and private enterprises are all finding benefits in the PIV program and the FIPS201.com resource.

You can cross your fingers that potential customers find your single line, unlinked entry at the obscure [fips201.ep.cio.gov/apl.php](http://fips201.ep.cio.gov/apl.php) ... or you can let your product shine at FIPS201.com.

### Annual listing prices:

1 - 3 approved products	\$1000
4 - 6 approved products	\$2000
7 - 12 approved products	\$3000
13+ approved products	\$3500

## Ready to get started?

Complete the attached Insertion Order and return it via email or fax. Within hours, you will receive your personalized username and password and you are ready to begin entering data for your listings. It only takes about 15 minutes per product to complete the listing. (Note: Each membership request is promptly reviewed to ensure that only products that have successfully achieved GSA approval are included).

Remember, you can revise your entries as often as you like so don't delay getting your product in front of potential buyers because you aren't certain that your content is perfect. Put it out there and then go back and tweak it as time permits.



FIPS201.com is a part of the AVISIAN suite of ID technology publications.  
 AVISIAN Inc. • 850-391-2273 • [www.avisian.com](http://www.avisian.com) • [info@avisian.com](mailto:info@avisian.com)



# AVISIAN PUBLISHING • 2010 PAYMENT AUTHORIZATION

If you prefer not to pay by check, wire transfer, AVISIAN Publishing does accept credit card payments for ad insertions.

I hereby authorize AVISIAN Publishing to process the following payment to the credit card account as indicated on this form.

## TRANSACTION DETAILS:

Company/client name: \_\_\_\_\_

Order Amount: \_\_\_\_\_ (US Dollars)

Item Name/Service: Advertising placement(s)

## BILLING DETAILS:

*Please enter the following information exactly as it appears on your credit card statement.*

Country: \_\_\_\_\_

First Name: \_\_\_\_\_

Last Name: \_\_\_\_\_

Card Type:  Visa,  
 Mastercard  
 American Express  
 Discover

Card Number: \_\_\_\_\_

Expiration Date: (MM/YY): \_\_\_\_\_

Card Security Code: \_\_\_\_\_

*(For Visa, MC, and Discover it is the 3-digit number on the back of the card.*

*For American Express, it is the 4-digit number on the front of the card after and to the right of the card number.)*

Address 1: \_\_\_\_\_

Address 2: \_\_\_\_\_

City: \_\_\_\_\_

State: \_\_\_\_\_

ZIP Code: (5 or 9 digits) \_\_\_\_\_

Email Address: \_\_\_\_\_

Telephone: \_\_\_\_\_

Authorized Signature: \_\_\_\_\_

Date: \_\_\_\_\_

*Fax this form to 850-222-4477 or email to [advertise@AVISIAN.com](mailto:advertise@AVISIAN.com). A confirmation will be sent via email to the address specified above when payment has been processed.*