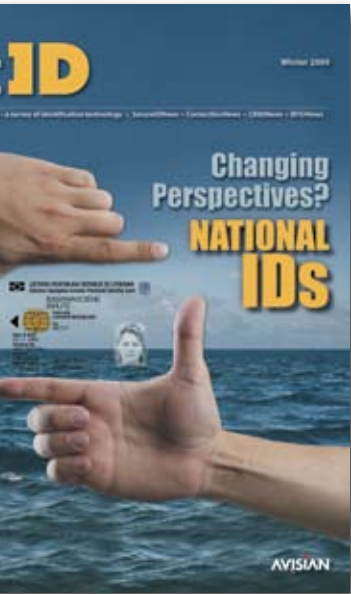




AVISIAN

media planner 2011

Print: Re:ID Magazine • CR80News Magazine
 Online: ContactlessNews.com • CR80News.com • DigitalIDNews.com • FIPS201.com • IDNoticias.com
 NFCNews.com • RFIDNews.org • SecureIDNews.com • ThirdFactor.com • EnterpriseID.com • GovernmentIDNews.com
 FinancialIDNews.com • HealthIDNews.com



Re:ID (Regarding ID) is a 68+ page, glossy full-color magazine that blends 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. For seven years, Re:ID has helped guide thought leadership as 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. Each issue is distributed at leading industry events and a growing base of international readers download the electronic version of the magazine online.

SUBSCRIBER DEMOGRAPHICS:

POSITION	
C-level Management	16%
Executive Management	25%
Management	30%
PRIMARY INDUSTRY	
Government	33%
Corporate	32%
Education	12%
Financial	10%
PRIMARY INTEREST	
Security	58%
Payments	25%
DECISION TO PURCHASE	
Smart Cards and Readers	25%
ID Issuance Products	22%
Biometric Products	13%
Physical Security Products	12%
Logical Security Products	9%
GEOGRAPHY	
North America	96%
Other	4%

ISSUE AND DATES	EDITORIAL FOCUS	EVENTS
SPRING 2011 Contract due: 2/5 Materials due: 2/12 Release date: 2/26	The phone as an identity credential National strategy for online security overview Facial recognition: Applications and advances Enrolling other issuer's cards into a PACS	NACCU Annual Meeting ISC West Smart Card Alliance Payments Summit
SUMMER 2011 Contract due: 4/16 Materials due: 4/23 Release date: 5/7	First responder IDs key to FIPS 201, PIV-I future Caregiver access to electronic health records EMV beyond payment: Cards as identity tokens Has the U.S. secured driver license issuance?	Smart Card Alliance Annual Conference
FALL 2011 Contract due: 7/23 Materials due: 7/30 Release date: 8/13	Biometrics in physical access control Identity in logical access control Use cases for FIPS 201 credentials Adding identity to the payment security mix	Smart Cards in Government Biometric Consortium ISC East/ISC Solutions
WINTER 2011 Contract due: 10/8 Materials due: 10/15 Release date: 10/29	Border control: New form factors and issuers NFC applications, reality and hype International trusted traveler programs Does the choice of smart card OS matter?	CARTES & IDentification
<i>* 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.</i>		

AD RATES:

FREQUENCY	4X	3X	2X	1X
Full page	\$2700	\$3000	\$3200	\$3400
Half page	1795	1995	2095	2295
Third page	1550	1750	1850	2050
Sixth page	1150	1250	1350	1450
Add-ons: Full page spread, tip-ins, gatefolds, premium placements, belly bands, polybagging. Priced upon request.				
<i>* Full, 4-color process included in rates.</i>				

CONTACT INFORMATION:

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 AVISIAN Publishing Advertising Department • 315 E. Georgia St. • Tallahassee, FL 32301
 For the most up to date version of this document, visit www.AVISIAN.com/advertise



CR80News Magazine is a 32+ page, glossy full-color magazine that explores the utilization of ID technologies on college and university campuses, K-12 and corporate campuses. CR80News mails to 5,000 subscribers, including members of the National Association of Campus Card Users (NACCU) and is distributed at key industry events. For five years in print and a decade online, CR80News has helped guide thought leadership as the campus card industry's only dedicated publication. CR80News is produced twice per year (Spring and Fall).

SUBSCRIBER DEMOGRAPHICS:

POSITION	
Executive Management	45%
Management	43%
PRIMARY INDUSTRY	
Education	66%
Corporate	28%
PRIMARY INTEREST	
Security	54%
Payments	42%
DECISION TO PURCHASE	
Cards and Readers	58%
ID Issuance Products	53%
Physical Security Products	21%
Logical Security Products	7%
NUMBER OF EMPLOYEES	
Less than 100	17%
101-999	61%
More than 1000	22%
GEOGRAPHY	
North America	97%
Other	3%

ISSUE AND DATES	EDITORIAL FOCUS	EVENTS
SPRING 2011 Contract due: 2/5 Materials due: 2/12 Release date: 2/26	Exploring standards for campus cards Evaluating fees for campus payment solutions Securing a campus with visitor management Card-enabled print management/cost recovery	National Association of Campus Card Users (NACCU) Annual Meeting
FALL 2011 Contract due: 7/23 Materials due: 7/30 Release date: 8/13	Will logical security redefine the campus card? Adding third party apps to contactless programs Card-based loyalty and discount programs Non-traditional access control readers/solutions	National Association of College Auxiliary Services (NACAS) Annual Meeting
<i>* 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.</i>		

AD RATES:

FREQUENCY	2X	1X
Full page	\$2700	\$3000
Half page	1795	1995
Third page	1550	1750
Sixth page	1150	1250
Add-ons: Full page spread, tip-ins, gatefolds, premium placements, belly bands, polybagging. Priced upon request.		
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Print ad specifications

	LIVE AREA (1)	TRIM SIZE (2)	BLEED SIZE (3)
Full Page Bleed (bleed .125" on all sides)	7.875" x 10.375"	8.375" x 10.875"	8.625" x 11.125"
Full Page (no bleeds)	7.875" x 10.375"		
Half Page Vertical Bleed (bleed .125" on right and bottom)	5.125" x 7.375"	5.375" x 7.625"	5.5" x 7.75"
Half Page Vertical (no bleeds)	4.6" x 7.125"		
Half Page Horizontal Bleed (bleed .125" on left, bottom, right)	7.875" x 5.0625"	8.375" x 5.3125"	8.625" x 5.4375"
Half Page Horizontal (no bleeds)	7" x 4.8125"		
Third Page Bleed (bleed .125" on top, right, bottom)	2.7" x 10.375"	2.9575" x 10.875"	3.0825" x 11.125"
Third Page (no bleeds)	2.2" x 9.625"		
Sixth Page Vertical (no bleeds)	2.2" x 4.8125"		
Sixth Page Horizontal (no bleeds)	4.6" x 2.2"		

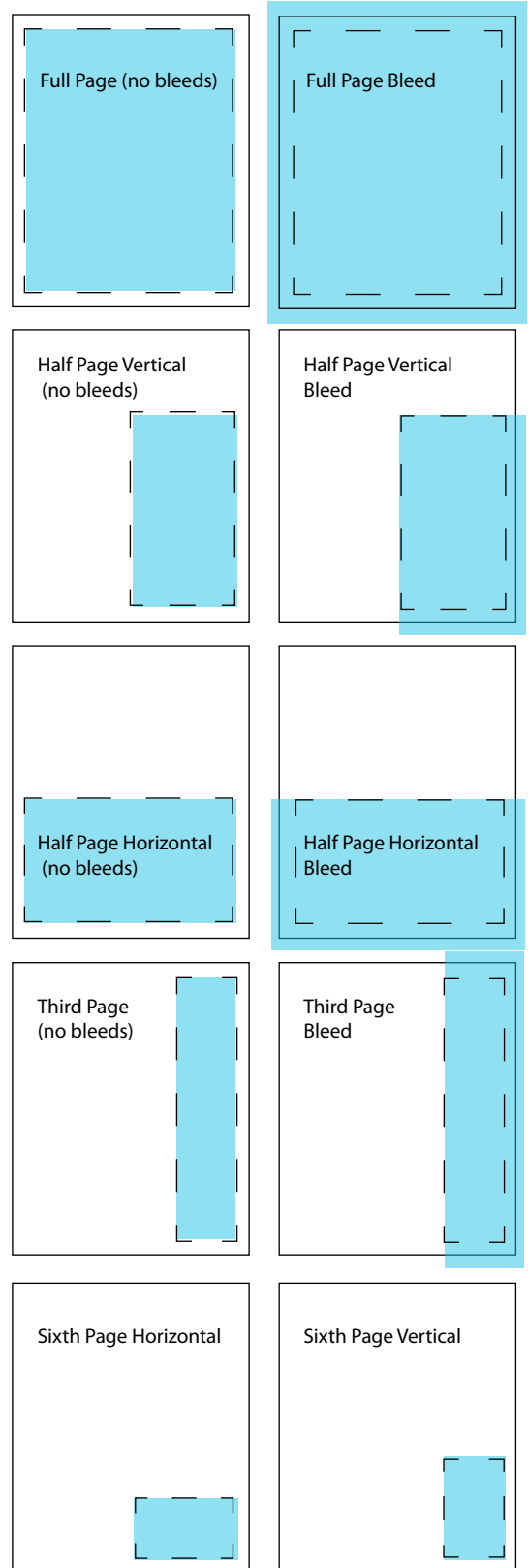
- Live area** is the safe zone for print and graphics. No text or crucial content should extend beyond the live area.
- Trim size** is the actual final size of the printed ad.
- Bleed size** equals the trim size plus the "bleed," the additional area that will be cut off the final page but is required to make sure artwork extends fully off the trimmed page.

AD OPTIONS:

Solid line = Page size. Note that bleeding ads extend outside the page margin.

Blue area = Trim size (final art size)

Dotted line = Live area



INSTRUCTIONS:

File Specifications:

Avisian's print publications are produced using web offset and all-digital, computer-to-plate print processes. All materials must be submitted as digital files in Adobe Acrobat Portable Document Format (PDF).

- Export PDF file using the PDF/X-1a 2001 standard setting option.
- Ensure all artwork and colors are CMYK. Do not include RGB or spot colors.
- Embed all fonts.
- Include bleeds and crop marks with the PDF export.

Specialty ad types:

Two-page spread, tip-ins, gatefolds, premium placements, belly bands, polybagging. Specs provided upon request.

Send materials to:

Ad materials can be sent via email to advertise@avisian.com or you may send files to avisian.com (username: dropbox; password: avisian). When ftp is used, please send email to advertise@avisian.com to let staff know that your ad has been transmitted.

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Online Publications

AVISIAN's suite of ID publications include a series of TECHNOLOGY-FOCUSED TITLES and a selection of INDUSTRY-FOCUSED TITLES. A NON-ENGLISH LANGUAGE TITLE (Spanish) and a DIRECTORY of government approved ID products rounds out the list.

Packages often include a preferred selection(s) from the TECHNOLOGY offerings and a one or more from INDUSTRY options.

TECHNOLOGY-FOCUSED TITLES

SecureIDNews: Smart cards and ID management	ContactlessNews: Contactless smart cards and tokens	NFCNews: Near Field Communications
ThirdFactor: Biometric ID and authentication	DigitalIDNews: Online ID and logical security	RFIDNews: RFID for tagging and logistics

NON-ENGLISH LANGUAGE TITLE

IDNoticias: Spanish language identity and security

INDUSTRY-FOCUSED TITLES

CR80News: Education and campus ID	GovernmentIDNews: Federal, state and local government ID	HealthIDNews: Health care and patient ID	FinancialIDNews: Financial and payment ID	EnterpriseIDNews: Corporate and employee ID
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DIRECTORY/CATALOG

FIPS201: Directory of products for government ID

ContactlessNews

Unique visits per month _____ 26,000
 Newsletter subscribers _____ 5,800
 Average Pageviews _____ 2.64

GEOGRAPHIC BREAKDOWN

Americas - 39% • Europe - 35% • Asia - 20%

Contactless smart card technologies (13.56 MHz, ISO 14443, ISO 15693, Mifare®, DESFire®, iCLASS™, FeliCa™) are the fastest growing sector of the identity market. It is the technology of choice in many access, payment, secure document and transit applications. ContactlessNews is the world's leading publication focused exclusively on contactless markets.

CR80News

Unique visits per month _____ 12,000
 Newsletter subscribers _____ 5,900
 Average Pageviews _____ 2.74

GEOGRAPHIC BREAKDOWN

Americas - 79% • Europe -10% • Asia - 10%

CR80News is the only publication focused exclusively on the campus ID card market. It covers the use of magstripe, barcode, prox, 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 are also represented in both the content and audience.

DigitalIDNews

Unique visits per month _____ 10,000
 Newsletter subscribers _____ 1,800
 Average Pageviews _____ 2.18

GEOGRAPHIC BREAKDOWN

Americas - 57% • Europe -25% • Asia - 14%

DigitalIDNews explores the issuance, management, and protection of individuals' digital identification, logical security and online life. A heated battleground for privacy rights and personal protections, the realm of digital ID is the security and credentialing market's next great frontier.

IDNoticias

Unique visits per month _____ 12,000
 Newsletter subscribers _____ 700
 Average Pageviews _____ 2.93

GEOGRAPHIC BREAKDOWN

Spain - 22% • South America - 32% • Central America - 20% • United States - 12% • Caribbean - 5%

As the identity industry's most targeted Spanish language resource, IDNoticias provides up-to-date and relevant insight for Spain, Latin American and worldwide Spanish markets. Key content from AVISIAN's suite of ID technology publications is translated and complemented by IDNoticias-only features daily.

NFCNews

Unique visits per month _____ 11,000
 Newsletter subscribers _____ 1,800
 Average Pageviews _____ 2.64

GEOGRAPHIC BREAKDOWN

Americas - 31% • Europe -41% • Asia - 25%

NFCNews explores the development and implementation of Near Field Communications, a short-range contactless technology that promises to revolutionize identification, payment, access, and mobile marketing.

RFIDNews

Unique visits per month _____ 24,000
 Newsletter subscribers _____ 6,300
 Average Pageviews _____ 2.81

GEOGRAPHIC BREAKDOWN

Americas - 50% • Europe -25% • Asia - 22%

RFIDNews is an established thought leader in the important and sometimes controversial use of RFID for logistics, inventory management and other emerging applications.

SecureIDNews

Unique visits per month _____ 23,000
 Newsletter subscribers _____ 5,200
 Average Pageviews _____ 2.61

GEOGRAPHIC BREAKDOWN

Americas - 52% • Europe -29% • Asia - 15%

SecureIDNews is the leading source for news and insight on the use of smart cards and advanced ID technology for large scale identification programs such as electronic passports, EMV, FIPS 201, national IDs, voter IDS, driver licenses and converged physical and logical access solutions attract government and corporat decision makers from around the globe.

ThirdFactor

Unique visits per month _____ 13,000
 Newsletter subscribers _____ 2,100
 Average Pageviews _____ 2.87

GEOGRAPHIC BREAKDOWN

Americas - 58% • Europe -22% • Asia - 15%

ThirdFactor investigates the application of the wide range of biometric modalities across the spectrum of identification and security markets.

NEW INDUSTRY-FOCUSED TITLES:

EnterpriseIDNews

Identity and security technologies in corporate environments for employee ID and closed campus applications.

GovernmentIDNews

Federal, state and local government ID applications and programs in the U.S. and around the globe.

FinancialIDNews

Advanced ID technologies in banking, payment and other financial systems.

HealthIDNews

Patients and provider ID solutions for hospitals, practitioners, insurers, pharma and more.

Online ad prices and specifications

ONLINE ADS:	12 MONTH	9 MONTH	6 MONTH	3 MONTH	1 MONTH	SIZE	FILE MAX.
DISPLAY AD	\$750	\$850	\$900	\$1000	\$1050	216 x 216	40k
MARKETPLACE AD	350	400	415	425	450	216 x 108	30k
TEXT AD	250	300	325	330	350	24 words	--
LEADERBOARD (ARTICLE CATEGORY)	1200	1300	1400	1450	1500	720 x 90	60k

EMAIL ADS:	48 ISSUE	24 ISSUE	12 ISSUE	6 ISSUE	1 ISSUE	SIZE	FILE MAX.
EMAIL BANNER AD	\$350	\$400	\$425	\$450	\$500	480 x 60	40k
EMAIL DISPLAY AD	175	200	250	275	300	216 x 108	30k

File formats for online ads:

- GIF (animated or still), JPG and SWF (Flash) formats are accepted. Maximum file size varies (30 - 60KB) by ad type (see chart for details).
- Animated ads (GIF or SWF) should rotate no more than 10 times.
- Please ensure that the initial and final frames contains relevant information so it is compelling post animation.
- Specify the URL for ad linking purposes.

More details for SWF (Flash) ads:

- For SWF (Flash) formats, use the industry-standard clickTAG command to enable the link to be added via the ad server. For information on adding a clickTAG in Flash, visit (http://www.adobe.com/resources/richmedia/tracking/designers_guide/).

- We recommend that you provide a separate GIF or JPG image to be substituted for readers that are not Flash-enabled.
- Audio and any additional flash calls to external media must be pre-approved and must always require an active click by a reader to initiate.

File formats for email newsletter ads:

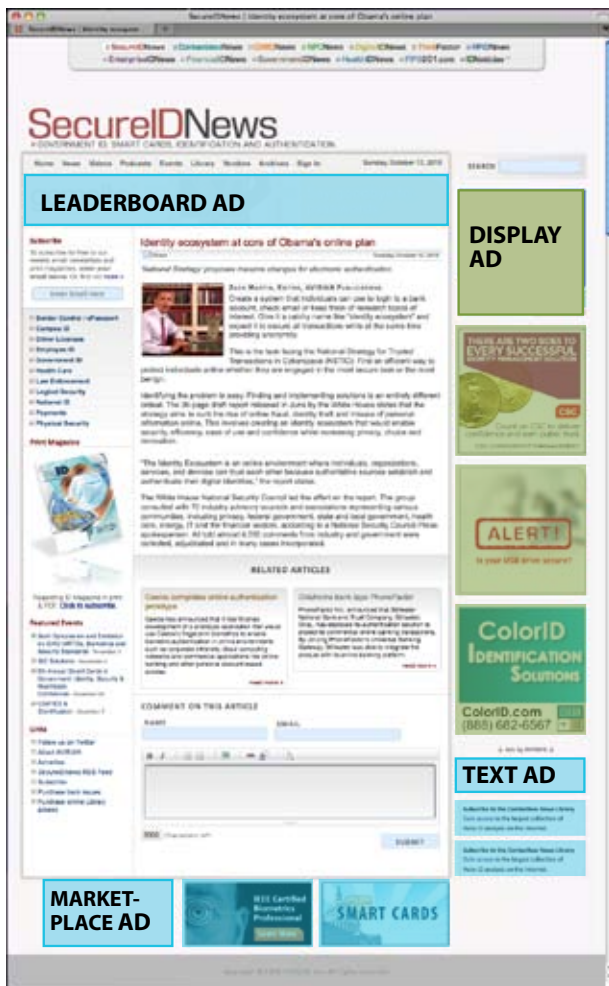
- GIF (animated or still) and JPG formats are accepted. SWF (Flash) is not supported by many email clients so it is not accepted for email newsletter ads.
- Animated ads (GIF) should rotate no more than 10 times. Please ensure that the initial frames contains relevant information as some email clients do not display animated gifs and default to show the initial frame only

Ad server information:

- Multiple ads can be run in rotation or ads can be swapped in and out throughout the life of the run. If multiple ads are supplied, indicate if they should be launched at once and pulled at random page by page or if a single ad should be launched and run for a specified time frame.
- Ad tracking via third-party ad servers is supported. If this option is selected, no click or view data will be reported by publisher.
- Please allow 48 hours for launch of new ad materials.

Send materials to:

- Send ad artwork via email to advertise@avision.com or ftp large files (more than 5 MG) to <ftp.avision.com> (username: dropbox; password: avision).



ONLINE ADS:

LEADERBOARD AD

(728x90 pixels)
One per page. Targeted to specific content by Article Category.

DISPLAY AD

(216x216 pixels)
Six per page. Run of site.

MARKETPLACE AD

(216x108 pixels)
Six per page. Run of site.

TEXT AD

(24 words or less)
Three per page. Run of site.

EMAIL ADS:

BANNER AD
(480x60 pixels)
One per issue.

DISPLAY AD
(216x216 pixels)
Six ads per issue.

