

UPGRADE

Advertising Information Pack

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About UPGRADE

UPGRADE is a bimonthly digital journal for informatics professionals in Europe. It is freely distributed and includes technical, scientific and academic publications from experts throughout Europe. Each publication consists of a monograph developed by guest editors with expertise in the chosen topic and a section consisting of research papers from members of the Council of Europe Professional Informatics Societies (CEPIS), which are the European Informatics Associations in each country.

UPGRADE is produced in English and the monograph is also published in Spanish.

UPGRADE is funded by CEPIS and produced by Novatica. CEPIS is a non-profit organisation seeking to improve and promote a high standard among Informatics Professionals in recognition of the impact that Informatics has on employment, business and society. CEPIS represents 36 Member Societies in 33 Countries across greater Europe. For more information on CEPIS: www.cepis.org



Readership

UPGRADE is an electronic journal with a steadily increasing readership. The most recent statistics are as follows:

- 2,000 subscribers to the UPGRADE News list.
- 30,000 unique website visitors per month

Since we do not require registration of personal information for subscription to UPGRADE the exact circulation is difficult to disaggregate according to profession. However according to our estimations, 85% of our readers are informatics professionals and 15% are members of ICT research or ICT education/academic communities.

Schedule for 2010

Publication date:	Issue title	Other information
February 2010	<u>Identity and Privacy Management</u> **Already published**	Guest Editors: Prof. Javier López-Muñoz (University of Málaga, Spain); Prof. Miguel Soriano-Ibáñez (Polytechnic University of Catalonia, Spain); Fabio Martinelli (Consiglio Nazionale delle Ricerche. Italy)
April 2010	<u>Information Technology in the Tourism Industry</u> **Already published**	Guest Editors: Prof. Andrés Aguayo-Maldonado, Prof. Antonio Guevara-Plaza (University of Málaga, Spain); Prof. Roman Egger (Salzburg University of Applied Sciences, Austria)
June 2010	<u>2010 – Emerging Information Technologies (I)</u> **Already published**	Guest Editors: Alonso Alvarez García (Technology Observatory Telefónica R&D, Spain), Heinz Brueggemann (Director of the Celtic Office, Heidelberg, Germany), Víctor-Amadeo Bañuls-Silvera (Pablo de Olavide University, Spain), Prof. Gregorio Martín Quetglás (Valencia University, Spain)
August 2010	2010 – Emerging Information Technologies (II)	Guest Editors: Alonso Alvarez García (Technology Observatory Telefónica R&D, Spain), Heinz Brueggemann (Director of the Celtic Office, Heidelberg, Germany), Víctor-Amadeo Bañuls-Silvera (Pablo de Olavide University, Spain), Prof. Gregorio Martín Quetglás (Valencia University, Spain)
October 2010	Informatics Profession – 10th Anniversary Special Edition	Further information to be published shortly.
December 2010	Computer Vision	Further information to be published shortly.

Advertising Rates

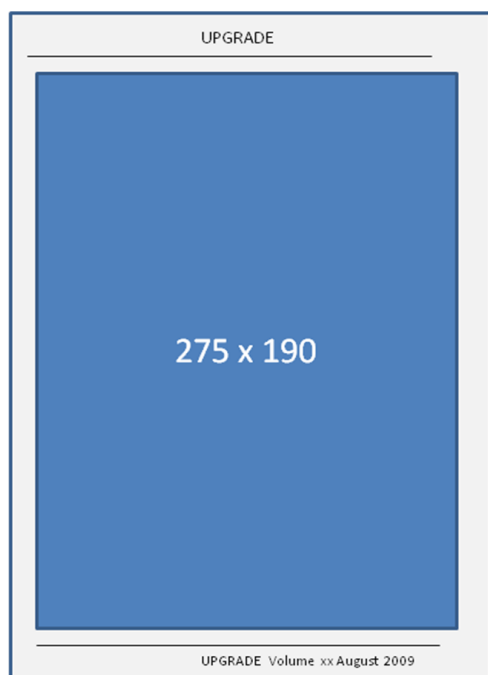
	X1	X2	X3	X4	X5	X6
Single Page	€500	€475	€460	€450	€440	€420
Half page	€275	€260	€245	€235	€225	€220
Half page strip	€275	€260	€245	€235	€225	€220

Invoices will be issued by CEPIS after the first publication.

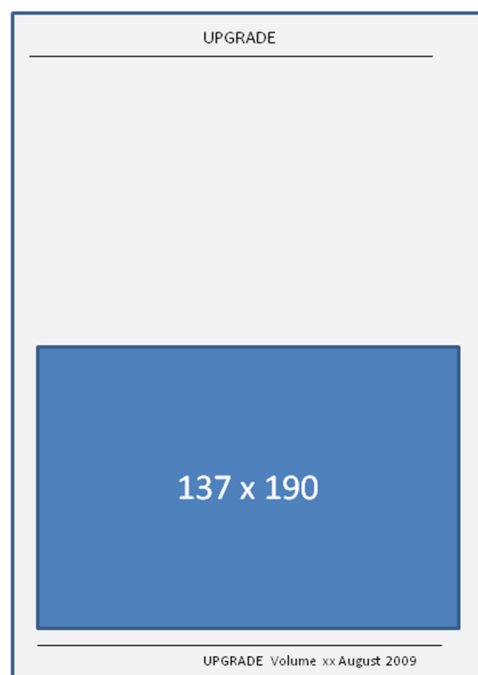
Sizes

Single Page	275 x 190mm
Half page	137 x 190mm
Half page strip	275 x 95mm

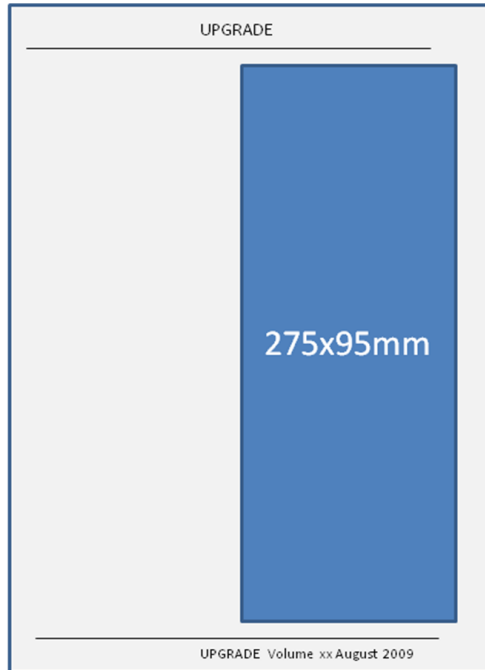
Full page



Half Page



Half page strip



Printable area size – no bleed

Technical specifications

Please respect the following guidelines when submitting your digital composition:

- Digital compositions should be submitted as high resolution JPEG or TIFF image files (minimum 300 dpi) or high-resolution PDF files.
- When using light text on a dark background, please use sans-serif fonts only and ensure the text is large enough to be legible
- Please deliver your files by email and include all files in a folder this is compressed either as .zip or .rar

Once we have verified the quality of the images you will receive an acceptance message.

Contact details

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