

ENGINEERING ENTERPRISE

Engineering Enterprise Magazine is a quarterly magazine reporting on the research into business and industrial applications at the **School of Industrial and Systems Engineering (ISyE)** of the **Georgia Institute of Technology**.

The magazine is co-published by the **School of Industrial and Systems Engineering** at the **Georgia Institute of Technology** and **Lionheart Publishing, Inc.**

THE SCHOOL

ISyE continues as the number one graduate and undergraduate industrial engineering program in the country in the *U.S. News & World Report* annual rankings.

There has been a significant increase in graduate students in the past two years.

ISyE is now home to 250 master's students and 200 doctoral candidates, along with 1,200 undergraduates.

The program graduates more than 10 percent of the industrial engineering degrees awarded in the U.S. each year.

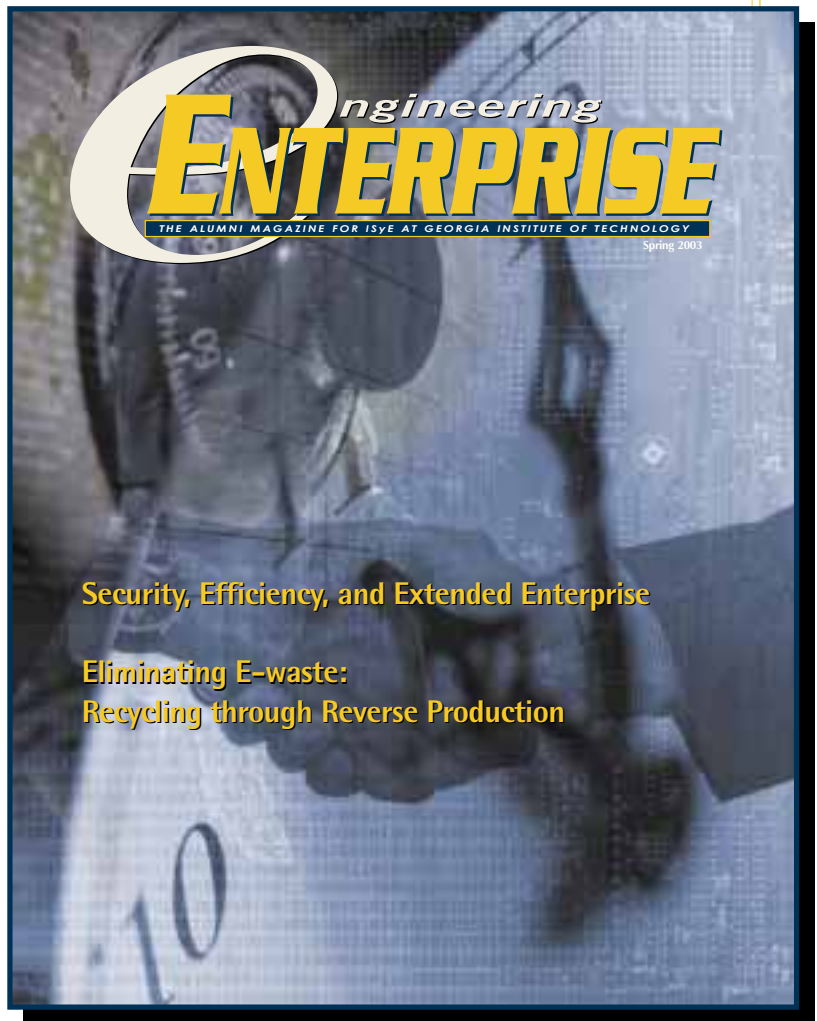
The School is home to The Logistics Institute, an internationally recognized center with over 800 participants per year in the U.S. and overseas.

Go to www.isye.gatech.edu for further information.

LIONHEART PUBLISHING, INC.

Founded in 1987, **Lionheart Publishing** has extensive experience in a number of fields including manufacturing, operations research and management science.

Go to www.lionhrtpub.com for further information.



DISPLAY ADVERTISING MECHANICAL REQUIREMENTS

TRIM SIZE:	8-1/8" x 10-7/8"
COLUMN WIDTH:	3-column - 2.083" (12p3) 2-column - 3.25" (19p6)
COLUMN DEPTH:	9.083"
PAGE FORMAT:	7" x 10" (non-bleed)

Printed Web Offset

BINDING:	Saddle Stitched
SCREEN:	150-line screen preferred

SPACE	WIDTH	DEPTH
Spread (bleed)	16-3/4"	11-3/8"
Spread (w/gutter bleed)	15-1/4"	10"
1 Page	7"	10"
1 Page (bleed)	8-5/8"	11-3/8"
2/3 Page (vertical)	4-9/16"	10"
1/2 Page (vertical)	3-3/8"	10"
1/2 Page (horizontal)	7"	4-7/8"
1/3 Page (vertical)	2-1/4"	10"
1/3 Page (square)	4-9/16"	4-7/8"
1/4 Page	3-3/8"	4-7/8"

MATERIAL REQUIREMENTS

Engineering Enterprise goes directly to plate from disk. There is no film. Advertising rates quoted are for electronic media only. If ads are submitted on film, there is a \$50 per color charge for film to be high-resolution scanned.

We accept the following transfer media:
lomega Zip 100 disks, CD-ROMs or 3.5 floppy disks.

Send materials to:
Advertising Department, Lionheart Publishing, Inc.
506 Roswell Street, Suite 220, Marietta, GA 30060

Data Transmission

Files may be sent via E-mail or FTP. Send E-mail documents to:
donnam@lionhrtpub.com
For instructions to send files via FTP, please contact the
online projects manager, Patton McGinley:
Tel: 770.431.0867, ext. 214
E-mail: patton@lionhrtpub.com

File Formats

Preferable file formats are EPS, TIFF, high resolution (300 dpi) JPEG and press optimized PDF. Color images must be saved as CMYK. Lionheart can also accept files in current versions of the following applications:

Macintosh OS:

PageMaker, QuarkXpress, Illustrator, Photoshop, Freehand

Windows/DOS OS:

PageMaker, QuarkXpress, Illustrator, Photoshop

We cannot accept files in Microsoft Publisher, PowerPoint, Word or any other application that will not export to EPS, PS or TIFF formats.

Advertisers must include all fonts, files of placed or imported images or graphics, and other support files.

Important

Hard copy proofs are required for all advertising. A cromalin proof or match-print is required for all four-color advertising. Color-key proofs are not acceptable. If not provided, a color match proof can be run for an additional cost of \$60 per ad. Should the advertiser elect to forego color match proofs, the publisher will not be held responsible for any color changes appearing in print.

ADVERTISING RATES

DISPLAY ADVERTISING

Black & White

AD SIZE	1X	2X	4X
Spread	\$2,945	\$2,798	\$2,651
1 Page	1,550	1,473	1,395
2/3 Page	1,085	1,031	977
1/2 Page	868	825	781
1/3 Page	738	701	664
1/4 Page	627	596	564

Color

(Add to black & white rates)

Standard 2nd color: + \$400

Matched 2nd color: + \$600

4-color process: + \$1,050

Cover Rates & Special Positions

(Add to earned space rate and 4-color charge)

Outside Back Cover: +25%

Inside Front Cover/Inside Back Cover: +15%

Preferred/Specified Position: +10%

Bleeds: No additional charge

For **Display Advertising** information, contact **John Llewellyn:**

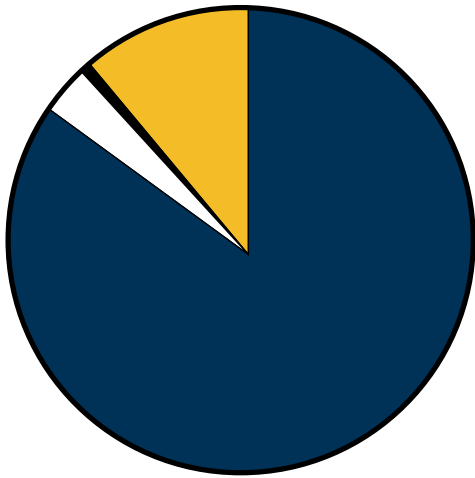
Tel: 770.431.0867, ext. 209 (toll free, 888.303.5639)

E-mail: llewellyn@lionhrtpub.com





2004 ENGINEERING ENTERPRISE DISPLAY ADVERTISING SCHEDULE

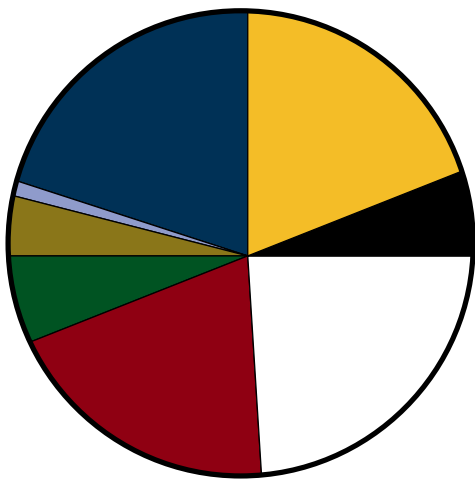
ISSUE DATE	AD CLOSING	MATERIALS DUE
Spring	2/14/04	2/20/04
Summer	5/16/04	5/22/04
Fall	8/15/04	8/22/04
Winter	11/14/04	11/21/04

DEMOGRAPHICS & DISTRIBUTION











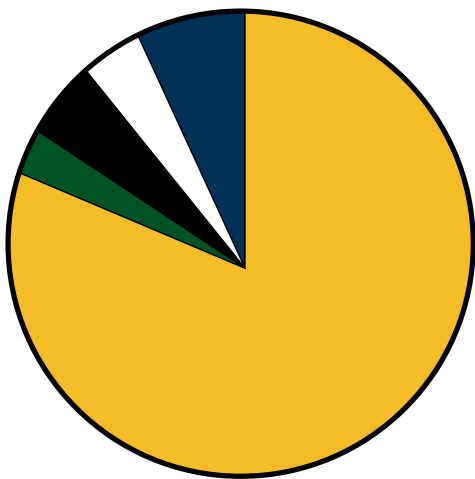
CIRCULATION TOTAL: 12,000

	ISyE Alumni	10,200
	Georgia Tech Senior Staff	375
	ISyE Faculty	85
	ISyE Students	1,300








ALUMNI BY JOB TITLES

	CEO/CFO/CIO/President/VP	19%
	Director/Principal/Partner	6%
	Manager	24%
	Engineer	20%
	Consultant	6%
	Analyst	4%
	Programmer	1%
	Other	20%



ALUMNI BY SECTOR

	Industry	83%
	Government	3%
	Military	5%
	Education	4%
	Other	5%

LIONHEART PUBLISHING, INC.



Advertising Sales:

John Llewellyn
506 Roswell Street, Suite 220
Marietta, GA 30060
Tel: 770.431.0867, ext. 209
(toll free, 888.303.5639)
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URL: www.lionhrtpub.com

EDITORIAL OFFICE



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School of Systems and Industrial Engineering
Atlanta, GA 30332-0205
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Fax: 404.894.2301
E-mail: ruth.gregory@isye.gatech.edu
URL: www.isye.gatech.edu

GENERAL TERMS & CONDITIONS

- The Publisher reserves the right to reject or cancel any advertisement that does not meet the Publisher's standards, for any reason at any time. In addition the Publisher reserves the right to place the word "Advertisement" in advertising which, in the Publisher's opinion, resembles editorial matter. However, no change in advertising copy will be made without prior consent of the Advertiser or their Agent.
- In consideration of publication of an advertisement, the Advertiser and Agency, jointly and severally will indemnify and hold blameless **Engineering Enterprise**, Lionheart Publishing, Inc., ISyE, their officers, agents and employees against any loss, damages and expense resulting from the advertisement, including without limitation, claims or suits for libel, violation of right of privacy, copyright infringement or plagiarism.
- The Publisher is not liable for delays in delivery and/or non-delivery in the event of any condition beyond the control of the Publisher.
- The Publisher is not responsible for any discrepancies or errors in advertisements supplied by the Advertiser or their Agent.

STORAGE OF ADVERTISING ART

- Artwork, advertising film and other reproduction materials will be destroyed twelve (12) months after last use if return is not requested by the Advertiser or Agency within eleven (11) months of last use.

AGENCY COMMISSIONS

- Fifteen percent commission is allowed to recognized advertising agencies on space, color and position, provided the account is in good standing and paid within 30 days of invoice dates.
- Publisher must receive confirmation of all agency appointments from the Advertiser account.

CANCELLATION & CONTRACT TERMS

- Cancellations of advertising must be made in writing and are not accepted after ad closing date.
- If contracts including a frequency discount are not completed in full, the rate for the insertions completed will be applied and charged.