

Print Publishing Schedule: (12x/year)

Print Distribution: 21,500 Copies
Distributed internationally

Page trim Size: 9" x 10.875"

Mission: The mission of *Residential Systems* is to provide custom home entertainment, automation and security design and installation professionals with the most penetrating insights into how business and technology trends will affect their industry in the years to come.

2006 Editorial Calendar

(Information in this document subject to change without notice)

MONTH	MANAGEMENT	HOME THEATER	INTERNETWORKING	AUTOMATION & CONTROL
JANUARY*	The Management Challenges of Expanding	Engineering Seating, Room Dimensions, and Sightlines	How Home Networks Fit Into Your Business	Creating Better Lighting Control Scenes
FEBRUARY (Product Buyers Guide)	Developing Fast-Track Installation Teams	What You Need to Know About Acoustical Treatments	Data Cabling Infrastructure And Practices	Interfacing with Security And Life Safety
MARCH*	When to Take a High-Profile Job...When to Turn it Down	The Nuts and Bolts of Loudspeakers	Integrating Gaming into The IT Environment	Understanding HVAC Systems and Interfaces
APRIL (How-To Issue)	Transitioning from Company Administrator to Its Leader	Delivering Better Video Than Big Box Retailers	Service and Recurring Revenue from Home Networks	Designing a Better User Interface
MAY* (Rising Stars Issue)	Pros and Cons of Open-Book Management	The Latest Development in In-Wall/In-Ceiling Speakers What's New in Digital Media Server	Products	Lighting Systems and Controls Developments
JUNE* (Spring Graduation Issue)	Moving Up Your Company Ladder	What's New with Projection Screens	Training and Certification Priorities in IT	Multi-Room/Zone/Source Considerations
Custom Distributor Guide 2006 (Supplement in July Issue)				
JULY	Learning to be a Consistent Sales Closer	Optimizing Your Theater with Isolation and Noise Control	Is IP Telephony Gaining a Foothold in Custom?	Touchscreen Control Systems Developments
AUGUST (CEDIA EXPO Preview Issue)	Growth and Diversification Strategies	The Latest Developments In Digital Video Projectors	Videoconferencing for the Home and SOHO	Handheld Remote Control Product Update
SEPTEMBER* (CEDIA EXPO Show Issue)	You're Fired! Learning to Fire a Difficult Client	Understanding the Rules of Loudspeaker Placement	Power Management Technology Developments	User Interface Decision And Design
OCTOBER (Fall Fashion Issue - RESI Award Winners)	Properly Managing a Project's Scope	The Business of A/V Furniture Sales	Gaining an Enhanced Understanding IP Technology	Wall Keypad Systems Design Developments
NOVEMBER* (CEDIA EXPO Review Issue)	Customer Service Concepts That Work	Managing Home Cinema Projects	An Update on Structured Wiring Panel Designs	Getting the Dirt on Selling Central Vac
DECEMBER	Working Effectively with Other Trades	Multi-Purpose Room Design Considerations	Designing Ethernet/TCP/IP Networks	Interfacing with Motorized Window Controls

*Bonus Distributions

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CMP Entertainment Media, Inc.

460 Park Avenue South 9th Floor New York, NY 10016 Tel: (212) 378-0400 Fax: (212) 378-2160 www.cmpmedia.com

2006 Editorial Calendar Bonus Distribution/Closing Dates

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Bonus Distribution:

JANUARY CES, January 5-8, Las Vegas, NV

FEBRUARY CEDIA Management Conference,
February 20-23, San Antonio, TX

MARCH NSCA Expo, March 16-18, Las Vegas, NV
EH Expo, March 30-April 1, Orlando, FL
ISC Expo/West, April 5-7, Las Vegas, NV

APRIL PARA, May 3-7, Hilton Head, SC

MAY Connections, May 2-4, Santa Clara, CA

JUNE InfoComm, June 7-9, Orlando, FL

SEPTEMBER CEDIA Expo, September 14-17, Denver, CO

NOVEMBER EH Expo, November 13-17, Long Beach, CA

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Closing Dates

JANUARY

Editorial: 12.5.05
Ad Reservation: 12.12.05
Ad Materials: 12.116.05
Mail Date: 12.29.05

FEBRUARY (Product Buyers Guide)

Editorial: 1.10.06
Ad Reservation: 1.17.06
Ad Materials: 1.23.06
Mail Date: 2.6.06

MARCH

Editorial: 2.6.06
Ad Reservation: 2.13.06
Ad Materials: 2.17.06
Mail Date: 3.6.06

APRIL

Editorial: 3.8.06
Ad Reservation: 3.13.06
Ad Materials: 3.17.06
Mail Date: 4.5.06

MAY

Editorial: 4.7.06
Ad Reservation: 4.12.06
Ad Materials: 4.17.06
Mail Date: 5.3.06

JUNE

Editorial: 5.5.06
Ad Reservation: 5.12.06
Ad Materials: 5.17.06
Mail Date: 6.2.06

JULY

Editorial: 6.7.06
Ad Reservation: 6.15.06
Ad Materials: 6.21.06
Mail Date: 7.6.06

AUGUST

Editorial: 7.7.06
Ad Reservation: 7.14.06
Ad Materials: 7.14.06
Mail Date: 8.4.06

SEPTEMBER

Editorial: 8.4.06
Ad Reservation: 8.10.06
Ad Materials: 8.16.06
Mail Date: 9.4.06

OCTOBER

Editorial: 9.1.06
Ad Reservation: 9.15.06
Ad Materials: 9.20.06
Mail Date: 10.6.06

NOVEMBER

Editorial: 10.5.06
Ad Reservation: 10.11.06
Ad Materials: 10.16.06
Mail Date: 11.3.06

DECEMBER

Editorial: 11.3.06
Ad Reservation: 11.10.06
Ad Materials: 11.16.06
Mail Date: 12.4.06

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2006 Rate Card

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4-Color Print Advertising Rates

4 Color	1x	3x	6x	12x	18x	24x	36x	48x	60x
Full Page Spread	\$11,885	\$11,530	\$10,430	\$10,280	\$9,680	\$9,415	\$9,255	\$9,085	\$8,965
1/2 Page Spread	\$9,345	\$9,060	\$8,320	\$7,945	\$7,670	\$7,385	\$7,295	\$7,105	\$7,015
Full Page	\$6,130	\$5,940	\$5,465	\$5,265	\$5,055	\$4,875	\$4,775	\$4,690	\$4,625
Junior Page	\$5,195	\$5,040	\$4,585	\$4,400	\$4,230	\$4,200	\$4,035	\$3,965	\$3,915
1/2 Page	\$4,015	\$3,915	\$3,615	\$3,460	\$3,365	\$3,220	\$3,170	\$3,095	\$3,065
1/3 Page	\$3,055	\$2,970	\$2,725	\$2,595	\$2,600	\$2,425	\$2,370	\$2,335	\$2,295
1/4 Page	\$2,775	\$2,655	\$2,470	\$2,370	\$2,220	\$2,200	\$2,150	\$2,120	\$2,095
1/6 Page	\$2,350	\$2,255	\$2,095	\$1,885	\$1,850	\$1,830	\$1,810	\$1,785	\$1,760

Add to 4-Color Rates: 5th color (PMS) \$785; 5th color (PMS) metallic ink \$950

B/W Print Advertising Rates

B/W	1x	3x	6x	12x	18x	24x	36x	48x	60x
Full Page Spread	\$9,130	\$8,945	\$8,330	\$8,100	\$7,870	\$7,735	\$7,630	\$7,540	\$7,460
1/2 Page Spread	\$7,505	\$7,270	\$6,670	\$6,375	\$6,160	\$6,110	\$6,085	\$6,060	\$5,980
Full Page	\$4,800	\$4,625	\$4,300	\$4,175	\$4,065	\$4,000	\$3,940	\$3,885	\$3,855
Junior Page	\$3,955	\$3,875	\$3,605	\$3,515	\$3,400	\$3,345	\$3,315	\$3,270	\$3,240
1/2 Page	\$2,930	\$2,855	\$2,745	\$2,700	\$2,635	\$2,590	\$2,560	\$2,535	\$2,510
1/3 Page	\$2,015	\$1,990	\$2,000	\$1,850	\$1,825	\$1,795	\$1,780	\$1,770	\$1,750
1/4 Page	\$1,670	\$1,650	\$1,520	\$1,465	\$1,430	\$1,400	\$1,370	\$1,360	\$1,320
1/6 Page	\$1,260	\$1,235	\$1,120	\$1,085	\$1,015	\$1,000	\$975	\$960	\$945

Add to Black & White Rates: Black plus cyan, magenta, or yellow— \$400; Matched 2nd color— \$500; PMS 2nd color— \$785; metallic ink— \$950

Covers (Includes 4/C Process and Bleed)

Cover II	\$8,055
Cover II Spread	\$15,090
Cover III	\$7,730
Cover III Spread	\$14,405
Cover IV	\$8,680

Web Advertising (per month)

Description	1 month	3 months	6 months	12 months
Web Banner	\$895	\$750	\$650	\$500

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2006 Advertising Specs

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Advertising Dimensions

AD TYPE	TRIM/ ACTUAL SIZE (WIDTH X HEIGHT)	NON-BLEED/ LIVE AREA (WIDTH X HEIGHT)	BLEED (WIDTH X HEIGHT)
Full Page	9" x 10 ⁷ / ₈ "	8 ¹ / ₂ " x 10 ³ / ₈ "	9 ¹ / ₄ " x 11 ¹ / ₈ "
Double Spread	18" x 10 ⁷ / ₈ "	17" x 10 ³ / ₈ "	18 ¹ / ₂ " x 11 ¹ / ₈ "
1/2 Horiz Spread	18" x 5 ⁵ / ₈ "	17" x 4 ⁹ / ₁₆ "	18 ¹ / ₂ " x 5 ⁷ / ₈ "
Jr. Page	6" x 10 ⁷ / ₈ "	5 ⁵ / ₈ " x 10 ³ / ₈ "	6 ¹ / ₄ " x 11 ¹ / ₈ "
1/2 Island	4 ⁷ / ₈ " x 7 ³ / ₄ "	4 ³ / ₈ " x 7"	5 ¹ / ₈ " x 8"
1/2 Horiz	9" x 5 ⁵ / ₈ "	8" x 5"	9 ¹ / ₄ " x 5 ⁷ / ₈ "
1/2 Vert.	4 ³ / ₈ " x 10 ⁷ / ₈ "	3 ³ / ₈ " x 10 ³ / ₈ "	4 ⁵ / ₈ " x 11 ¹ / ₈ "
1/3 Square	-	5 ¹ / ₄ " x 5 ¹ / ₈ "	-
1/3 Horiz.	9" x 3 ⁷ / ₈ "	8 ¹ / ₂ " x 3 ³ / ₈ "	9 ¹ / ₄ " x 4 ¹ / ₈ "
1/3 Vert.	3 ¹ / ₈ " x 10 ⁷ / ₈ "	2 ⁵ / ₈ " x 10 ¹ / ₄ "	3 ³ / ₈ " x 11 ¹ / ₈ "
1/4 Vert.	3 ³ / ₄ " x 5"	-	-
1/6 Horiz.	4 ⁷ / ₈ " x 2 ¹ / ₂ "	-	-
1/6 Vert.	2 ¹ / ₂ " x 4 ⁷ / ₈ "	-	-

Electronically Provided Ads

Only high-resolution Adobe PDF files are accepted.

All electronic files must be accompanied by a laser proof. If a laser is not supplied, we cannot be responsible for reproduction quality. If a color proof is not supplied, we cannot be responsible for color reproduction quality.

Submission Instructions

Send Materials To: Residential Systems, Production Dept.,
460 Park Avenue South, 9th Floor, New York, NY 10016

FTP site: From any web browser, log onto: www.ourftpsite.com

Click on the Residential Systems folder

Username: guest

Password: guest (case sensitive)

When uploading ads to the ftp site, please notify your sales representative and provide a color proof.

Web Mechanical Specifications

Supplied materials should be no more than 530 pixels wide by no more than 72 pixels deep. GIF or JPEG formats are accepted, as are animated GIFS (which must be less than 24 kilobytes in size). A URL for hot link must be specified. Our production department will be happy to produce your Web advertising FREE of charge.

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CMP

United Business Media

Effective January 1, 2006

General Conditions

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1. All orders are subject to acceptance by CMP Entertainment Media, Inc. at its headquarters in New York, New York.
2. No conditions other than those set forth in this rate card shall be binding upon CMP Entertainment unless specifically agreed to by CMP Entertainment in writing.
3. Positioning of advertisements is at the sole discretion of CMP Entertainment except where a specific position has been agreed to by CMP Entertainment in writing.
4. Cancellations or changes in advertising by the advertiser or its agency may not be made after the closing date for the publication or product, unless otherwise agreed between the parties in writing. CMP Entertainment is under no obligation to revise advertising materials not received by the CMP Entertainment production department by the closing date and such advertisements may not be subject to approval by the advertiser or its agency.
5. CMP Entertainment assumes no liability for any errors or omissions in key numbers appearing in advertisements.
6. CMP Entertainment is not liable for any delays in the production or delivery of the publication or product due to any conditions beyond CMP Entertainment's control.
7. In consideration of CMP Entertainment's publishing advertising (or distributing another product) for the advertiser, the advertiser and its agency agree to indemnify and defend CMP Entertainment against any and all claims, losses, liabilities, damages and expenses (including attorneys' fees) arising out of CMP Entertainment's printing, publishing or distributing such advertising (or another product) and/or arising from third parties access to advertiser's site and use of advertiser's products and services.
8. In no event shall CMP Entertainment be liable for any consequential, incidental or special damages, nor shall its liability for any act, error or omission, whether or not due to its negligence, exceed the price paid to CMP Entertainment for the publication or distribution of such materials.
9. CMP Entertainment reserves the right to hold the advertiser and its agency jointly and severably liable for all monies that are due and payable to CMP Entertainment.
10. Advertising in CMP Entertainment's online products and services is subject to the terms of the applicable online insertion order.
11. All payments are due within thirty (30) days of the invoice date. Non-commissionable charges, such as production charges, are not subject to an advertising agency commission. Agency commissions are not payable on invoices which are not paid within ninety (90) days of the date of the invoice. Advertiser shall pay a late charge of 1% per month (12% per year) on all invoices not paid within thirty (30) days of the date of such invoices.