



1st Annual Edition of the International
Unmanned Ground Vehicles Systems Yearbook

MEDIA KIT

UGV : THE GLOBAL PERSPECTIVE 2010-2011
Hardcopy & CD & Website Editions

Published by Blyenburgh & Co for the International UGV Community

INCREASING GLOBAL UGV AWARENESS - A CONCERTED INTERNATIONAL ACTION
Blyenburgh & Co - 86 rue Michel Ange - 75016 Paris - France - Tel.: 33-1-46.51.88.65 - Fax: 33-1-46.51.05.22
info@uvs-info.com - www.uvs-info.com - Issue Date: 090911 - Page: 1/6



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Introducing the 1st Annual Edition of the International UGV Yearbook



UGV Systems : The Global Perspective 2010

Within the context of UVS International's continuing growth, in line with association's federating and information disseminating activities, in view of the multiple cross-over technologies between unmanned ground vehicle (UGV) systems and unmanned aircraft systems (UAS), taking in account the growing interest in the networking of UGV systems and UAS, and in view of the focus on UGV systems at the upcoming Eurosatory 2010 exhibition, Blyenburgh & Co has decided to produce & publish, with the support of UVS International, an annual UGV systems yearbook. This publication will complement the well-established annual UAS yearbook (UAS: The Global Perspective), which is in its 7th edition in 2009 and can be found on www.uas2010.org & in the UAS section at www.uvs-info.com.

Objective	<ul style="list-style-type: none">• Give the global UGV systems community an annual means of expression;• Highlight the international developments in the domain of UGV systems;• Increase awareness of the current status of UGV system development & applications;• Create a global reference publication for the world's UGV community.
Publication Date	May 2010 (hardcopy & electronic)
Press Run	6000 hardcopies
Size	210 x 297 mm - 216 pages + cover
Type of Publication	Illustrated (full colour) generic reference work covering UGV systems, payloads & sub-systems, with applications in the following domains: <ul style="list-style-type: none">• Military • Security • Health Care • Research • General Purpose• Industrial • Commercial • Informational • Home Appliances • Agriculture• Forestry • Gardening • Space
Lay-Out	The upcoming publication will consist of the following six sections: <ul style="list-style-type: none">• Foreword• Special Report• Reference Section• Introductions to UGV Stakeholders• Feature Articles• General Information
Reference Section	This section will be split into 2 parts: <ul style="list-style-type: none">• UGV System Technical Specifications & Performance Characteristics (individual entry + photo for each UGV system)• Reference Tables:<ul style="list-style-type: none">- Manufacturers & Developers- Payloads- Applications- Terms & Definitions- Military Systems- Sub-Systems- Operational Deployments- Categories- Non-military Systems- Development Status
Initial Distribution	UAS 2010 & UGV 2010 Conference - at Eurosatory - Paris, France - 14-18 June 2010
Circulation	Hardcopy UVS International members & international UGV community representatives having registered on www.uvs-info.com and in our database: industry, government (military & civil), international organizations, research organizations, NGOs, academia. Distribution at selected international conferences & exhibitions.
	Electronic Will be posted on the UGV section of www.uvs-info.com Free access for all.
	CD-ROM The publication in electronic format will be made available, free-of-charge, on CD, to all qualifying non-profit associations, military authorities, state research organizations (military & civil), universities and government representatives requesting to receive it for posting on their intranet and open web sites.
Financing	The production and distribution costs will be covered by advertising.
UGV Information	To review UGV system information & supply UGV system technical & performance specifications visit the UGV section on www.uvs-info.com

Blyenburgh & Co - 86 rue Michel Ange - 75016 Paris - France - Tel.: 33-1-40.71.83.43 - Fax: 33-1-40.71.83.44
info@uvs-info.com - www.uvs-info.com
RCS Paris B420 126 344 - Nr Siret 420 126 344 00027 - Code APE 741E - European VAT Nr: FR38.420.126.344
Bankers: Banque Espirito Santo et de la Vénétie, Paris, France - Bank Identifier Code (BIC): BESV FRPP (Swift Code)
International Bank Account Number (IBAN): FR76.4365.9100.0000.0182.8400.176



ADVERTISING RATES

	Early Bird Rates in Euro excl. VAT	Standard Rates in Euro excl. VAT	Qty of Voucher Copies
Standard Positions			
Full (1/1) page	€ 5.000	€ 6.500	1
Double page	€ 9.500	€ 11.570	1
Half (1/2) page (horizontal)	€ 2.600	€ 3.380	1
Quarter (1/4) page	€ 1.400	€ 1.820	1
Eighth (1/8) page	€ 800	€ 1.040	1
Special Positions			
- Inside front cover	€ 6.300	€ 7.800	1
- Opposite inside front cover	€ 6.300	€ 7.800	1
- Opposite table of contents	€ 6.300	€ 7.800	1
- Opposite inside back cover	€ 6.300	€ 7.800	1
- Inside back cover	€ 6.300	€ 7.800	1
- Outside back cover	€ 7.000	€ 8.500	1

Agency Commissions Indicated advertising rates do not include any commissions for advertising agencies. If an agency's commission is required, such commission should be added to the indicated prices.

Invoice Currency All invoices will be issued in **Euro (€)**.

Early Bird Rates Early Bird rates are applicable if the **advertisement booking order and the relevant payment, are received prior to January 29, 2010**. If the advertisement booking order has been received by the Publisher prior to January 31, 2010, but the notification of the relevant payment has not been received prior to this date, an additional invoice bringing the total invoice value up to the standard advertisement rate level will be issued.

Standard Rates Standard rates are applicable for advertisement booking orders and the relevant payments received **after January 29, 2010 and prior to April 9, 2010**.

Advertisement Booking In order to be valid, advertisement bookings must be made by completing and signing the Advertisement Booking Form. The completed & signed form is to be transmitted by post or fax or email to Blyenburgh & Co. Bookings are confirmed by means of an official invoice sent by the Publisher.

Technical Information All technical information will be sent to Advertiser by letter, email or fax, together with the order confirmation (invoice), immediately after receipt of the completed Advertisement Booking Form.

Special Condition If notification of receipt of payment of a booked advertisement at standard rates has not been received by the Publisher **prior to April 9, 2010**, the Publisher may decide to not publish the advertisement.

For Additional Information Contact: [Russ Curry \(rc@uvs-info.com\)](mailto:rc@uvs-info.com)

EARLY BIRD
BOOKING & PAYMENT
DEADLINE

JANUARY 29, 2010

STANDARD
BOOKING & PAYMENT
DEADLINE

APRIL 9, 2010

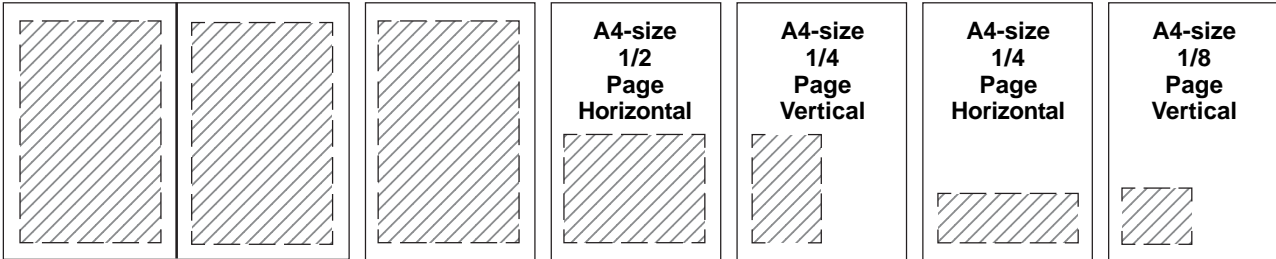
ADVERTISEMENT
COPY
DEADLINE

APRIL 9, 2010

ADVERTISEMENT COPY INSTRUCTIONS



A4-size Double Page Spread A4-size Full Page



A4 Format Pages	<u>DOUBLE PAGE</u>	<u>1/1 PAGE</u>	<u>1/2 PAGE Horizontal</u>	<u>1/4 PAGE Vertical</u>	<u>1/4 PAGE Horizontal</u>	<u>1/8 PAGE Vertical</u>
<i>Measurements</i>	<i>mm</i>	<i>mm</i>	<i>mm</i>	<i>mm</i>	<i>mm</i>	<i>mm</i>
Trim (HxW)	297 x 420	297 x 210				
Bleed (HxW)	307 x 430	307 x 220				
Print Space (H x W)		267 x 180	132 x 180	132 x 87,5	66 x 180	64,5 x 87,5

- Blyenburgh & Co requests to receive the publicity inserts (advertisement copy) as Photoshop, Illustrator or high resolution Pass4Press- standard .pdf files.
 - Blyenburgh & Co operates in a **PC** environment and consequently cannot accept Mac files.
 - Please ensure complete page designs are saved as CMYK, 300dpi, in TIF, JPG, EPS or PDF format and have the correct size for use (see above).
 - Where possible please also supply a colour proof, noting that this will be used to check positioning, text and basic colour representation. Due to the wide variations in proofing standards, Blyenburgh & Co accepts no responsibility for minor colour variations from this proof.
 - If you want to submit elements for an advertisement to be designed by Blyenburgh & Co, please contact Blyenburgh & Co.
 - Publicity inserts (on CD-Rom or DVD) & proofs are to be sent to Blyenburgh & Co.
 - For downloading by FTP from your site, please supply the FTP address & file name to Blyenburgh & Co by email.
 - For uploading to Blyenburgh & Co by FTP, please contact us by email to receive an access code.
 - Electronic submissions can also be made by means of the free large file transmission service that can be found on www.yousendit.com.
 - If you have any further questions relating to the supply of your publicity insert/advertising artwork, please contact Blyenburgh & Co.
- It is imperative that the copy deadline (April 9, 2010) is respected.

For Additional Information Contact: [Russ Curry \(rc@uvs-info.com\)](mailto:rc@uvs-info.com)

EARLY BIRD
BOOKING & PAYMENT
DEADLINE

JANUARY 29, 2010

STANDARD
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DEADLINE

APRIL 9, 2010

ADVERTISEMENT
COPY
DEADLINE

APRIL 9, 2010

UGV Systems : The Global Perspective - 2010



ADVERTISEMENT BOOKING FORM

	ORDER & PAYMENT RECEIPT
EARLYBIRD RATE	Deadline: 29 January 2010
STANDARD RATE	Deadline: 9 April 2010

ADVERTISING COMPANY INFORMATION

YOUR ORDER NR:

Company

Company Contact Ms/Mr

Postal Address

City State/Province

Postal/Zip Code Country

Tel. Fax

Email

VAT Identification Nr (Obligatory for companies in EU countries)

PUBLICITY AGENCY (if applicable)

Agency

Agency Contact Ms/Mr

Postal Address

City State/Province

Postal/Zip Code Country

Tel. Fax

Email

VAT Identification Nr (Obligatory for companies in EU countries)

Acting on behalf of (Fill name of advertising company)

ORDERS THE FOLLOWING

Applicable Rate Early Bird (order & payment to be received **before 29 Jan 2010**)

Standard (order & payment to be received **after 29 Jan 2010 & before 9 April 2010**)

Advert Size 1/1 page, full colour Double page, full colour

1/2 page, full colour, horizontal

1/4 page, full colour, vertical 1/4 page, full colour, horizontal

1/8 page, full colour, vertical

Special Position Inside front cover (Qty available: 1) Opposite inside front cover (Qty available: 1)

Opposite table of contents (Qty avail.: 2) Opposite inside rear cover (Qty available: 1)

Inside rear cover (Qty available: 1) Outside rear cover (Qty available: 1)

Other (Specify):

Advertisement Price Euro

Payment Bankers cheque (Only for companies registered in France)

Bank Transfer Credit Card (VISA, CB, Mastercard, Eurocard, AMEX)

Order confirmation is to be sent to: Company Agency

Invoicing Invoice Company Invoice Agency

For attention of:

Voucher copy Send to Company Send to Agency

For attention of:

I have read, understood and accept the Publisher's Terms & Conditions. By signing this document, I consent that I am an authorized signatory for my company.

Signature: Date:

FAX COMPLETED BOOKING FORM TO: 33-1-46.51.05.22



2010-2011 UGV Yearbook

Unmanned Ground Vehicle Systems: The Global Perspective

Terms & Conditions

In these Terms & Conditions the "**Publisher**" means Blyenburgh & Co; the "**Advertiser**" means the advertiser or its agent; the "**Publisher**" and "**Advertiser**" are collectively designated as the "**Parties**"; the "**Publication**" means the 2010 edition of the publication titled «UGV: The Global Perspective»; "**Publicity Insert**" is the document supplied by the Advertiser for placement in the Publication; "**Advertisement**" means the Publicity Insert placed in the advertising space booked by the Advertiser in the Publication by means of the Advertisement Order Form; "**Publication Date**" means 19 June 2010.

- 01 The receipt by the Publisher of the completed Advertisement Order Form signed by the Advertiser, and the receipt by the Advertiser of the confirmation of his order by means of the invoice issued by the Publisher, constitute a contract binding the Parties.
- 02 Unless otherwise expressly agreed in writing, all invoices are issued in Euro (€), and will be payable in Euro in accordance with the payment instructions indicated on the invoice.
- 03 All cheques must be made out in Euro and made payable in France to the Publisher and sent to the Publisher at the address appearing on the invoice.
- 04 The Advertiser must supply the Publicity Insert to the Publisher in the specified format and dimensions and at the latest on **April 9, 2010**.
- 05 In the case the Publicity Insert is not received within the stated deadline, the Publisher may decide to again publish a former advertisement already held by the Publisher or to print the name and address of the Advertiser instead of the not-received Publicity Insert without any liability for or any possible recourse against the Publisher.
- 06 Should a Publicity Insert not be supplied by the Advertiser in the specified format and require additional work to make it publishable, the possible additional processing costs will be for the account of the Advertiser.
- 07 Should a Publicity Insert not be supplied by the Advertiser in an acceptable quality, the Publisher may decide to again publish a former advertisement already held by the Publisher or to print the name and address of the Advertiser instead of the not-received Publicity Insert without any liability for or any possible recourse against the Publisher.
- 08 Cancellations of booked Advertisements can be accepted only if made in writing and if received not later than **March 15, 2010**. Cancellations received after this date are subject to an adjustment fee equivalent to fifty percent (50%) of the booked Advertisement.
- 09 Special positions are given only if agreed to in writing by the Publisher and may be subject to an additional charge.
- 10 The Publisher cannot be held responsible for non-respect of alterations or corrections to Publicity Inserts if they are supplied after the specified Publicity Insert deadline.
- 11 All production work handled by the Publisher, including the production of a Publicity Insertion on request of the Advertiser, will be charged to the Advertiser.
- 12 Advertising copy that may be mistaken for non-advertising material (Advertorials) will be published with the mention «Advertisement» in the margin.
- 13 The Publisher reserves the right to refuse or cancel any Advertisement without any reason or notice, (returning any money paid by the Advertiser).
- 14 The Publisher reserves the right to alter or postpone the publication date.
- 15 The Publisher is not responsible for any loss howsoever occasioned as a result of delay or failure to publish the Publication.
- 16 The Publisher cannot take any responsibility for the accuracy of advertising copy given verbally to the Publisher. The Publisher is not responsible for any misspellings or other errors in Advertisements.
- 17 The Advertiser must notify the Publisher in writing of any complaints it has or receives regarding the Advertisement within twenty eight (28) days of the Publication Date.
- 18 The Advertiser indemnifies the Publisher in respect of any loss, expense, cost or damage incurred or suffered by the Publisher as a result of any claim made against the Publisher arising from the Advertisement. The Publisher will consult with the Advertiser as to the way in which any such complaints are to be handled.
- 19 Advertisers' material is held by the Publisher at the Advertiser's risk. The Publisher will retain such material for up to six (6) months and reserves the right to destroy them thereafter, if their return is not requested in writing by the Advertiser within six (6) months of the Publication Date.
- 20 The Advertiser hereby warrants to the Publisher that its Advertisements are in no way whatsoever a violation of any existing copyright and that they contain nothing illegal, defamatory, objectionable, indecent or libellous, and hereby indemnifies the Publisher against any loss, injury or damage which may be occasioned to the Publisher in consequence of any breach of this warranty arising from the placing of its Advertisement in the Publisher's publications.
- 21 Payment of invoices for an Advertisement at the earlybird rate must be received before **January 29, 2010**; payments of invoices featuring the standard rate must be received before **April 9, 2010**.
- 22 Should an invoice for an Advertisement at the earlybird rate remain unpaid on **January 29, 2010**, an additional invoice bringing the total invoice value up to the standard rate value will be issued by the Publisher.
- 23 If notification of receipt of payment of a booked Advertisement at the standard rate has not been received by the Publisher from his bank prior to **April 9, 2010**, the relevant advertisement will not be published. Nevertheless, should the Publisher exceptionally decide to publish an Advertisement for which payment has not been received, the Publisher reserves the right to charge interest on the outstanding invoice at the rate of one and one half percent (1,5%) per month, or part of the month, counted from the date when the invoice shall have been due for payment, until payment is actually received by the Publisher.
- 24 A single voucher copy will be provided to the Advertiser or its agency for each insertion.
- 25 The Publisher may charge the Advertiser the cost of enforcing any of its rights against the Advertiser for non-payment of outstanding debts in accordance with the Publisher's credit terms, including any expenses incurred by reason of the Advertiser's breach of its contractual and legal obligations. Should the Publisher refer an outstanding account to either a debt collection agency or solicitors for collection, then any possible future business to be transacted with that Advertiser will be entirely at the discretion of the Publisher.
- 26 These terms and conditions contain all the contractual terms with the exclusion of all other terms.
- 27 All disputes between the Parties concerning these terms and conditions are bound by the Laws of France and subject to the jurisdiction of the French courts.

Issue date: 090911

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pvb@uvs-info.com & info@uvs-info.com - www.uvs-info.com
RCS Paris B420 126 344 - Nr Siret 420 126 344 00027 - Code APE 741E - European VAT Nr: FR38.420.126.344
Bankers: Banque Espirito Santo et de la Vénétie - Bank Identifier Code (BIC): BESV FRPP
International Bank Account Number (IBAN): FR76.4365.9100.0000.0182.8400.176