END OF THE REEL

[Editor' s note: this section is for those odds and ends that never seem to fit neatly anywhere else. Among items included here are classified ads, calendar of upcoming events, product announcements, membership and advertising information, etc. Please submit items for this section directly to the editor.]

GUIDELINES FOR AUTHORS

We encourage the submission of articles and notes for possible publication in *The IALL Journal*. Scholarly articles will be sumitted to referees, and final publication decisions will be the responsiblitity of the editors. Selection of notes and articles for columns will be made by the editors and/or columnists.

Manuscripts and materials submitted for consideration should be double spaced, with the author's name on a cover page but not on any pages of the manuscript. Style should follow one of the standard scholarly guidelines (e.g. American Psychological Assocation, University of Chicago's *A Manual of Style*, or the MLA *Handbook.*

All materials must be submitted in both printed and electronic formats. Please include a diskette with the article in either Macintosh or IBM format (preferably MS Word or WordPerfect). *Materials not submitted in both printed and electronic formats will not be considered.*

For detailed submission guidelines, or if you have questions about the appropriateness of potential submissions, please contact the editor:

Marie Sheppard, Editor
The IALL Journal
ALTEC, University of Colorado
Hellems 156
Campus Box 239
Boulder, CO 80309-0239
Phone: (303) 492-2355
FAX: (303) 492-7911
email: sheppard@spot.colorado.edu

CALENDAR OF EVENTS AND AFFILIATE INFORMATION

We welcome the submission of information on upcoming events from our readers. Send items to Dick Kuettner, Language Lab, Washington and Lee University, 408 Tucker Hall, Lexington, VA 24450. (703) 463-8995, email: kuettner.D@FS.sciences.wlu.edu.

To appear in the **Winter (Jan.)** issue, your announcement must reach Dick by **November 1.**

To appear in the **Spring (May)** issue, your announcement must reach Dick by **March 31.**

To appear in the **Fall (Sept.)** issue, your announcement must reach Dick by **July 1.**

IALL EVENTS

IALL '93

June 2 – 5, 1993. Lawrence, KS. Biannual Conference: "Defining the Role of the Language Lab." Contact: John Huy, IALL '93 Coordinator, University of Kansas, 4069 Wescoe Hall, Lawrence, KS 66045-2167. (913) 864-4759, huy@kuhub.cc.ukans.edu, or HUY@UKANVAX.BITNET.

IALL AFFILIATE EVENTS

ACTFL (American Council on the Teaching of Foreign Languages)

November 20 – 22, 1993. San Antonio, TX. Annual Conference. (Proposal deadline has passed.)

November 18–20, 1994. Atlanta, GA. Annual Conference.

Contact: ACTFL, 6 Executive Plaza, Yonkers, NY 10701-6801. (914) 963-8830, fax (914) 963-1275.

Professional Journal: *Foreign Language Annals*

AECT (Association for Educational Communications and Technology)

February 16 – 20, 1994. Nashville, TN. Annual Convention. (Proposal deadline has passed.) Contact: AECT, 1025 Vermont Ave., NW, Suite 820, Washington, DC 20005. (202) 347-7834.

Professional Journals: *Educational Technology Research and Development* (quarterly)

TechTrends, for Leaders in Education and Training (bi-monthly)

CALICO (Computer-Assisted Language Instruction Consortium)

August 4 – 6, 1993. Budapest, Hungary. CALICO International.

1994. Flagstaff, AZ. Second week in March (tentative).

Contact: CALICO, 014 Language Center, Duke University, P.O. Box 90267, Durham, NC 27708-0267. (919) 681-6455.

Professional Journal: *CALICO Journal*

TESOL (Teachers of English to Speakers of Other Languages)

March 8 – 12, 1994. Baltimore, MD. Annual Conference. (General proposal deadline was May 15, 1993; in-progress, poster and video proposal deadline is August 1, 1993. For more information on these proposal types, contact Pam Griffin-Castro: (612) 458-5878, or griff008@staff.tc.umn.edu.

End of the Reel

Contact: **TESOL**, 1600 Cameron St., Suite 300, Alexandria, VA 22314. (703) 836-0774.

Professional Journals: *TESOL Journal, TESOL Quarterly*

Note: the Autumn '93 issue of *TESOL Journal* will be dedicated to "Technology in TESOL."

OTHER ORGANIZATIONS

AACE (Association for the Advancement of Computing in Education)
June 23 – 26, 1993. Orlando, FL. ED-MEDIA '93, World Conference on Education Multimedia and Hypermedia. Contact: AACE, P.O. Box 2966, Charlottesville, VA 22902. (804) 973-3987, FAX (804) 978-7744, AACE@virginia.edu.

CAUSE: The association for managing and using information technology in higher education
June 27 – July 1, 1993. Boulder, CO. CAUSE Management Institute: "Professional development program for managers and directors of information technology in higher education." Cost: $825 for CAUSE members, $1075 for non-members (includes all meals, lodging and institute materials).

December 7 – 10, 1993. San Diego, CA. CAUSE '93: "Managing Information Technology as a Catalyst for Change."

Contact: CAUSE (303) 449-4430. For conference info: info@cause.colorado.edu. For Institute info: inst@cause.colorado.edu.

IAT (Institute for Academic Technology)
To help educators learn about the range of available academic technologies and their benefits, the IAT offers briefings and workshops in Research Triangle Park, NC. Activities are conducted in the Institute's expanded facility, which includes a computer classroom with networked IBM PS/2 workstations.

Contact: Joan Savrock, IAT events coordinator. (919) 560-5031, or joans.iat@mhs.unc.edu.

ISTE (International Society for Technology in Education)
November 10–11, 1993. INFOMART, Dallas, TX. Second International Symposium on Telecommunications in Education: "Global Connections." Contact: ISTE, 1787 Agate St., Eugene, OR 97403-1923. (503) 346-4414, FAX (503) 346-5890, or iste@oregon.uoregon.edu.

Northeast Conference (NEC) on the Teaching of Foreign Languages
April 7 – 10, 1994. New York City. Annual meeting. Chair: Sylvia Brooks-Brown, Baltimore (MD) County Public Schools. Submission proposal deadline is June 30, 1993.

Publications:

Fall and Winter Newsletter
Editor: Gladys Lipton, University of Maryland-Baltimore County

1994 Northeast Conference Reports
Editor: Charles Hancock, Ohio State University

For information concerning proposals and publications, contact Annette Cousino (IALL contact for the NEC) at the Northeast Conference, Office of the Secretary/Treasurer, 200 Twin Oaks Terrace, Suite 16, South Burlington, VT 06403. (802) 863-9939, FAX (802) 863-0475.

SALT (Society for Applied Learning Technology)
August 25 – 27, 1993. Washington, DC. Fifteenth Conference on Videodisc in Education and Training.

February 23 – 25, 1994. Kissimmee, FL.

Contact: SALT, 50 Culpeper St., Warrenton, VA 22186. (703) 347-0055 or (800) 457-6812.

THE LLTI (Language Learning Technology International) LISTSERVER

by Otmar Foelsche
Dartmouth College

The LLTI operates out of Dartmouth College in Hanover, NH and is moderated by Otmar Foelsche (most of the time) and Joel Goldfield (when Otmar is out of town). To subscribe send an electronic message:

TO: LISTSERV@DARTCMS1.BITNET
SUBJECT:
MESSAGE: SUB LLTI
John.D.Doe@university.edu John D. Doe

For "John.D.Doe" fill in your own email ID at your institution. For "university.edu" fill in your host name. If you are a non-profit user of Internet in the USA, your hostname will end in "edu." If you are a Bitnet user, your host name will be different. If you live outside the USA, your Internet hostname will end in the country code (Switzerland for example, ends in "CH.")

It is important that users sign up themselves rather than have the moderator do this for them. This way the email path is properly established.

Once the message has been sent, the listserv will respond automatically with a message describing basic procedures about

signing off, setting various conventions (if desired) and how to take advantage of the "digest" capabilities. Additional help can be obtained through HELP on listserv—available locally at most institutions.

If a local computer center changes set-ups, it is possible that the mail path will be interrupted. LLTI sends several messages per day during regular semesters. If you suspect that your flow of mail has been cut, simply unsubscribe and resubscribe.This way the mail path will be reestablished.

You can, at any time, check the list of subscribers by sending the "REVIEW LLTI" command to the listserv@dartcms1 to find out email addresses of other subscribers as well as check on your own listing.

A new feature has been added to LISTSERV@DARTCMS1, the listserver that serves the LLTI mailing list. You can now request that postings from LLTI be accumulated into a single digest file and sent to you once a day as a single mail message. If you would like to receive LLTI as a digest, send mail to:
LISTSERV@DARTCMS1.DARTMOUTH.EDU
from the mail address where you usually get your LLTI mail. In the body of the mail message place the command: SET LLTI DIGEST. If you want to change back to immediate delivery later, send the command SET LLTI MAIL

This is beta test LISTSERV code not installed on all LISTSERVs. Please inform the list moderator, Otmar Foelsche, of any incorrect behavior (see address below).

After you are notified that you have been added to the list of subscribers to LLTI, you post messages by sending electronic mail to:
LLTI@DARTCMS1.BITNET or
llti@dartcms1.dartmouth.edu.

End of the Reel

You contributions and questions are most welcome. Please be so kind as to stick to one topic in one message. Good answers and good responses are the result of good questions! Have something direct and short in the subject line! And do not be shy. If you have something to say to LLTI, do it! This is a rather new medium and we all have to learn how it works best.

All messages are reviewed and then posted by one of the moderators. (Sometimes we do correct some spelling errors.) No message is automatically distributed to all subscribers without review.

If you have any problems, send mail directly to: otmar@dartmouth.edu

CLASSIFIEDS/ANNOUNCEMENTS

New professional journal The *College & University Media Review* is a new professional journal published by the Consortium of College & University Media Centers. It will address higher education media management practice, trends, and research, and will be published semi-annually. For information contact:

Judith A. Gaston, Editor
College & University Media
University Film & Video
University of Minnesota
1313 5th St. S.E., #108
Minneapolis, MN 55414
FAX: (612) 627-4280

Syllabus Syllabus, a bimonthly publication dedicated to Macintosh computing in higher education, is free to qualifying educators. Contact the *Syllabus* Office, P.O. Box 2716, Sunnyvale, CA 94087-0716, syllabus@applelink.apple.com, (408) 773-

0670. Back issues are available on AppleLink under the Developer Series and Higher Education bulletin boards and on BITNET under the CCNEWS Articles Archive. A complete set of back issues and selected articles is now available in a three-volume set. Volume One includes selected articles from issues 1 through 14. Volume Two contains the complete text of all 1991 issues and Volume Three contains the complete text of all 1992 issues. Each volume is available either on a Macintosh format disk or in a three-ring binder. Send $19.95 per binder or $11.95 per disk to the *Syllabus* office. This price includes postage and handling. Please specify Volume One, Volume Two, Volume Three, or any combination.

Apple Beefs Up Higher Education Programs The Higher Education Division of Apple announced the formation of an advisory council made up of representatives from more than 20 higher education institutions, including the new president of EDUCOM, Dr. Robert Heterick, vice president emeritus of the Virginia Polytechnical Institute. Each member will serve a minimum of two years on the council. The focus of the group is to provide key input into Apple's strategic product and program directions for higher education.

The Higher Education Division of Apple Computer, Inc. announced plans to establish a bulletin board of technical information for administrators, faculty, and students. Internet users will be able to access information in technical educational disciplines such as Engineering, Computer Science, Library Services, Businesses, Medical/Health Sciences, and Education. Experts in specific disciplines, called Department Chairs, will be responsible for publishing articles for distribution throughout the year on the server. The information will reside

on the Gopher Server developed by the University of Minnesota.

[This announcement appeared in *Syllabus*, January/February 1993, number 26.]

SONY Forms Education Systems Division In response to the U.S. educational community's growing demands for technological tools to enhance teaching productivity, Sony Corporation of America announced on January 14, 1993 the formation of the Sony Education Systems Division.

Michael L. Baron, Senior Vice President, Business Systems for Sony's Business and Professional Group, said the Cypress, California-based division will work in close partnership with educators from K-8 through university levels to develop systems and products that enhance the learning experience, noting that today more than 90 percent of U.S. schools employ some form of video and audio instruction.

Baron said the new division will be staffed with educational technology specialists within five geographical regions. Sony Education Systems sales manager, Tong Park, will direct the division's operations.

Sony Technology Enhances Learning Sony began marketing audio- and video-based language learning systems and training support for the educational community in 1987. Today, Sony systems are installed in more than 1,200 educational institutions nationwide. Among the technology systems Sony offers are:

- *Multimedia Systems*—Sony has seen increasing demand for multimedia systems which accelerate learning through self-paced instruction. Such systems include: interactive videodisc players, video tape recorder/players and more

elaborate optical storage systems, video cameras, desktop video, editors, printers, scanners and large screen video projection systems.

- *Learning Systems*—These systems enrich the learning process by supplementing student-teacher communication with coordinated audio and video messages. Language Learning systems feature random pairing for role-playing, self tutorials and response mechanisms for testing and record keeping. Coordinated, multimedia instructions accelerate the process of understanding, and are adaptable to other disciplines such as music, the humanities or science.

- *Video Library Systems*—These central storage facilities on campus eliminate the need to move the cumbersome "TV Cart" with TV and VCR from classroom to classroom. Video class sessions or lectures are transmitted to specific locations at a predetermined time.

Baron said "Educators at all levels are increasingly turning to these tools and systems to help them teach more effectively. We welcome the opportunity to apply Sony technology and experience to help them meet ever more complex educational challenges through the nineties."

For further information on Sony Education systems, please call 1-800-326-SONY.

Call for papers The 11th International Conference on Technology and Education, London, England, March 21–24, 1994, "Call for Papers" can be obtained from Cheri Chase, Conference Coordinator, The University of Texas at Austin, P.O. Box AA, Austin, TX 78712, fax (512) 471-8786. **All submissions are due by June 30, 1993.**

The conference is sponsored by The University of Texas at Austin, College of Education, and the *T.H.E. Journal*. It attracts teachers, researchers, professors, school administrators, and technologists from both private and public sectors representing more than 40 nations. Proposals can include case studies, theoretical analysis, visions of the future, activist platforms, hands-on activities or any combination of the above. The following nine sub-themes are meant to be suggestive rather than restrictive: International Cooperation and Partnerships, Technology for Education in the Developing World, The Changing Role of the Teacher, Open and Distance Learning, Cutting-Edge Research and Applications in Technology, Educating Special Needs Students, Leadership for Technological and Societal Change, Impact of Technology on Society, Curriculum Design and Development, Technology as a Tool for Process and Accountability Assessment.

PRODUCT NEWS AND ANNOUNCEMENTS

[*Editor's Note: our corporate members are invited to submit information, press releases, etc., about Language Learning Lab products. The* IALL Journal *does not endorse any product, but provides this space as a service to our members.*]

SONY Introduces New Language Learning System—LLC-2000M Sony Corporation of America announced on January 14, 1993 the newest addition to its line of computer-driven Language Learning Systems, the LLC-2000M, a magneto optical disc-based system that allows for intercom communication with instructors, individual student monitoring, computer-generated student pairing and on-line copy editing.

The student may select from several lesson modes: simulated conversations or random recorded playback allowing them to respond spontaneously to unplanned questions. With the system, more than 60 students, at the junior high through college levels, can simultaneously participate in learning exercises.

Because of newly developed digital technology, advanced functions are now available that accelerate written and oral understanding of accents, emphases and inflections of the new languages. The instructor's console includes an integrated response analyzer system, a video switching controller and student progress display. Collectively, these functions help document
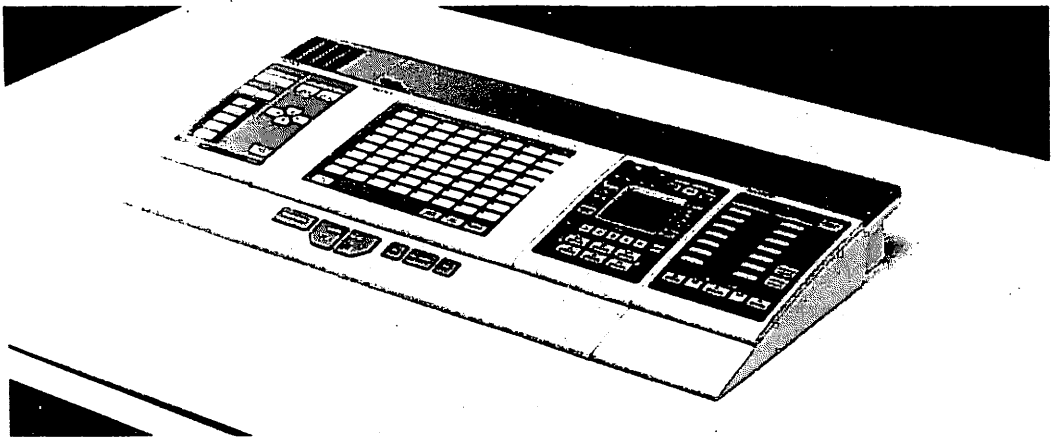
Sony LLC-2000M
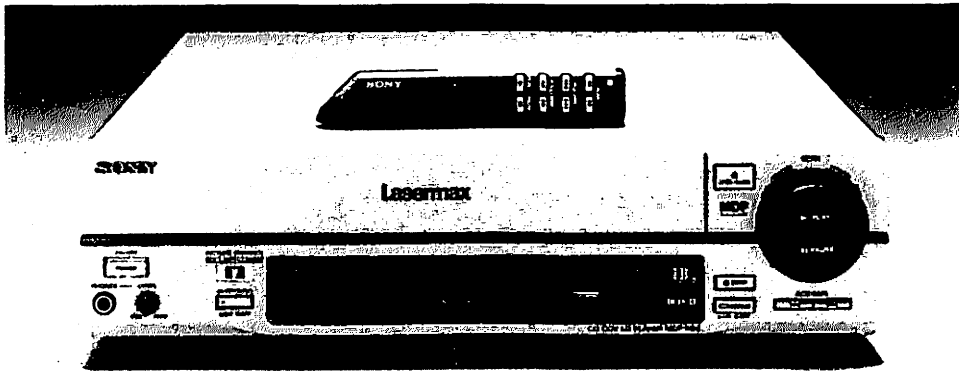
Sony MDP-1150

the student's progress in identifying subtle sounds, cadences and pronunciation patterns of a new language. (The instructor's console also features a magneto optical drive, which stores audio programs of up to four hours of classroom dialogue on a single replaceable 3.5" MO disc.)

With the student operating the system in Library mode, lesson playback can be monitored by either an accurate real-time counter, sentence number or file number. Instant phrase repetition, student voice recording, rapid sentence location and playback are additional features.

Purpose-built microprocessors and optical storage devices drive the state-of-the-art LLC-2000M.

For further information, please call 1-800-326-SONY.

Sony MDP-1150 As manufacturers improve their understanding of hardware applications in your classroom and refine their products, technology becomes more transparent, allowing the real reason for its existence in the classroom—education—to prevail. The Sony MDP-1150 looks to be a good step in that direction. This one machine features universal playback of 12" and 8" videodiscs, 5" CDV discs, 5" and 3" digital CD audio discs. Additional features like

RS232C serial control port for computer interface, S-Video output, RF adapter, Clear Scan™ of CLV discs, expand classroom or multi-media possibilities. This is a nice tool with many applications. Top of the features list is LaserBarCode2, LaserBarcode, and Bar Code CD control compatibility.

Using a software program on a Macintosh computer, BarMagic™, you can print peel-off bar code labels, which are coded instruction sets. Once in the classroom, scan the bar code with a remote infra-red BarCode reader, send the command to the MDP-1150, then join your students in watching the monitor for seamless classroom interface of videodisc technology to enhance your lesson plan. For entry-level, low-cost multi-media applications or extensive videodisc manipulation, you direct the MDP-1150 performance from bar codes adhered to your lesson plan or instructor's text. Accompanying the MDP-1150 when purchased is a demo version of BarMagic™ and the required serial null modem cable for a Macintosh.

Call Sony Education Systems Division at (800) 326-SONY. Jim Hannon of Chester Technical Services, Inc. is also available with help or to answer questions on the MDP-1150. You may reach him at (203) 453-6209.

CIA materials to be available Analysas Corporation and the Central Intelligence Agency's (CIA Federal Language Training Laboratory—FLTL) are pleased to announce the signing, on February 23, 1993, of a Cooperative Research and Development Agreement under the authority of the Federal Technology Transfer Act of 1986. This agreement will result in the enhancement and transfer of CIA interactive multimedia technology developed at the FLTL to the private sector and is the first of its kind for the CIA.

The partners hope to promote an intensive, technology-driven approach to learning foreign languages that integrates full-motion, full-screen video with text, graphics, audio, animation, and user audio playback—all operating interactively with the student on an IBM or Macintosh computer. The technology, which includes software, five videodiscs, and a CD-ROM, can be used as stand-alone self-study or as a supplement to classroom instruction.

The initial course in beginning Spanish (called EXITO) has proven effective in teaching survival-level skills in 10 days, working 4-5 hours per day. Last year, EXITO won first place in two international multimedia competitions. Analysas plans to further develop EXITO for high school and university levels as well as to explore migrating the course to other delivery platforms. The partners have additional programs in process, or scheduled, for Russian, French, Arabic, and Japanese. Public organizations and not-for-profit educational institutions will be able to obtain the courses at preferential prices.

Contact: George Conrad
Analysas Corporation
1615 L Street, N.W., Suite #1250
Washington, D. C. 20036
(202) 429-5653

or

Carlos A. Amaro
Director, FLTL
CIA
(703) 525-4253

Language Learning and Multimedia Applications (LLAMA) Consortium In 1991 IBM provided $2 million in funds and equipment to support Language Learning and Multimedia Applications (LLAMA), a consortium that will enable language teachers to integrate multimedia lessons into their courses.

The main focus of the Consortium has been the development and use of multimedia computer software to enhance foreign language learning. All participating institutions are using a common platform—the IBM PS-2 with the M-Motion Video board, a Pioneer videodisc player, an M-Audio board, and a CD-ROM drive. All sites are equipped with development or student workstations of this type.

Seven "development" sites constituted the original core of the project:Brigham Young University, Smith College, the University of Calgary, the University of Chicago, the University of Illinois, the University of Iowa, the University of Pennsylvania. Their role has been to design and develop representative software to foster the skills of listening, reading, writing, and cross-cultural understanding. At the Consortium's fall 1991 meeting, ten additional institutions were selected in a competitive review process to serve as "affiliate sites." The role of the affiliate sites (Austin College, Columbus State Community College, Cornell University, Lehigh University, Pennsylvania State University, Pomona College, the University of Colorado at Boulder, the University of Guelph, the University of South Carolina, Ventura College) is to test and critique early versions of project

courseware and to implement the software in their own diverse curricula.

Please note that some of the packages listed below may still be in testing stages and therefore not yet released to non-Consortium members. For more information, and to be notified when products are available, contact Becky Bohde at the University of Iowa: (319) 335-2317.

Brigham Young University
German Language and Culture
This package is an interactive videodisc program designed to help build vocabulary and listening comprehension through observing authentic native conversations in various situations.

Montevidisco
Interactive videodisc program designed to simulate authentic conversations with Mexicans in their native surroundings.

Smith College
DIAS (Digital Interactive Audio System)
DIAS is an authoring tool which supports all foreign languages; it includes four applications: a Tape Recorder *program for playing and recording digital audio files, a* Mark *program for specifying the dividing marks in an audio file, a* Question and Answer *program for presenting oral questions and recording student answers, and a self-correcting* Dictation *program.*

University of Calgary
Vi-conte Videodisc
Interactive videodisc designed to teach French as a second language in a French-Canadian cultural setting.

University of Chicago
Sur la bonne voix: Approche communicative de la littérature

This program introduces French language students to literary texts as a means of learning the language and developing analytical skills.

University of Illinois
Fête française
The 30-minute videodisc contains nine video segments which present the planning of a party and the party itself (introduction, planning, invitations, choosing clothes and food, soirée, and end of the party). It is aimed at the beginning and intermediate levels of proficiency.

German Newsroom
This newsroom simulation, for intermediate-level German students, contains topically organized materials which draw heavily on authentic German video, audio, images and texts, and allow instructional focus on reading, listening, or writing.

University of Iowa
Listening Tool
Allows students or instructors to control a video program and its accompanying help texts.

Plot Puzzle
A game-like interaction for practicing global listening comprehension individually and in small groups.

Dasher (student and author versions)
The multimedia Windows version of the Dasher authoring system incorporates a mouse-driven environment enhanced with video, graphics, and digitized audio.

University of Pennsylvania
Cinema I and II
This project provides annotated films for supporting listening comprehension and cultural transfer for advanced language students. Cinema repurposes high-quality award-winning films.

IALL PUBLICATIONS

IALL Federal ID Number: 31-1134952

Check off publications and enter charges. Please complete and attach next page .

	Price Memb.	Non.	Quant.	Total $
IALL Monographs:				
Task-Based Activities Volume II	$15	$25	____	$ _____
Task-Based Activities Volume I	$10	$15	____	$ _____
Designing the Learning Center of the Future	$10	$15	____	$ _____
IALL Lab Design Kit (First Edition)	$15	$25	____	$ _____
Video Tours				
IALL'89 _____ IALL'91 _____	$15	$25	____	$ _____
IALL'93 _____	$15	$25	____	$ _____
Rental of any video (postage & handling)	$5	$5	____	$ _____
Conference Presentations				
Contact Robin Lawrason for complete listing. See address next page.				
FLEAT II ____	$15	$25	____	$ _____
Rental of any video (postage & handling)	$5	$5	____	$ _____
Journals				
JNCL Funding Guide	$10	$10	____	$ _____
NALLD Journal Index	$1	$2	____	$ _____
JETT Journal Index	$1	$2	____	$ _____
NALLD Journal Back Issues Vol. 1 – 19	$1	$2		
List issues:			____	$ _____
JETT Back Issues Vol. 20 – 22	$5	$10		
List issues:			____	$ _____
IALL Journal Back Issues Vol. 23 – 25	$5	$10		
List issues:			____	$ _____

Total publications charges $ _____

Remit check payable in U.S. funds to IALL. Payment must accompany all orders.

IALL MEMBERSHIP AND PUBLICATIONS ORDER FORM INVOICE
IALL Federal ID Number: 31-1134952

Name _____ Position/Department _____

Address _____

City _____ State _____ Zip _____ Country _____

Phone _____ Email Address _____

IALL Member _____   Non-IALL Member _____

Check off other professional organizations to which you belong:
AECT _____   ACTFL _____   CALiCO _____   TESOL _____

Check if you need IALL Regional Group Membership Information:_____

Check off desired membership category and charges:

    _____ Educational Member (Voting) $25.00 _____

    _____ Commercial Member (Non-Voting) $40.00 _____

    _____ Library Subscription (Non-Voting) $40.00 _____

Add Postage (If outside North America): $15.00 _____

Subtotal Membership Charges: $_____

Publications charges (attach previous page): $_____

Total all charges (membership + postage + desired publications) $_____

Remit check payable in U.S. funds to IALL. Payment must accompany all orders.

Mail invoice and check to: Robin E. Lawrason, IALL Business Manager
                                    Media Learning Center 022-31
                                    Temple University
                                    Philadelphia, PA 19122
                                    Phone: (215) 204-4758   Email: lawrason@templevm

...provides exposure to teachers, faculty, learning laboratory directors, and media specialists working to improve language learning through technology. Topics include feature-length articles dealing with the effective uses of technology (audio labs, computers, television, satellite receivers, and interactive video) and with ideas and insights about lab management, design and use.

ACCEPTABLE MATERIAL:

Non-bleed, high-quality photomechanical transfer prints on film or paper (PMT, Copyproof); offset film negatives (high-density litho film right reading with emulsion side down, line and halftone combination as complete montages only). Halftones: 133-150 lines

RATES:

Journal Size 7" x 10"	1 Insertion	3 Insertions
Full page (ad copy: 6" x 9")	$275	$250
Half page (ad copy: 2½" x 9", 6" x 4")	$200	$175
Quarter page (1½" x 9", 6" x 2⅔")	$150	$125
Covers 2 & 3	$350	$325
Cover 4	$400	$375

We send tearsheets with invoice.

SCHEDULE:

Issues	Closing Deadline	Publication
Winter	December 1	February
Spring	April 30	May
Fall	August 1	September

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