



Meeting Guide Book and Retina Times Advertising Specifications

ASRS 28th Annual Meeting, Vancouver, BC, Canada

Please note that while you are not required to use the same ad in both publications, you do need to follow the advertising production specs SPECIFIC to each publication for each ad. (See below.)

Meeting Guide Book

BINDING: Spiral bound.

DIGITAL FILE REQUIREMENTS

All advertising should be provided in a digital format. Both Mac (preferred) and PC are acceptable. Ads may be submitted as B&W or 4-color process. There is no additional charge for 4-color ads. A color proof must be supplied with all 4-color ads. A laser proof must be supplied with all B&W ads. Files must be submitted on CD or DVD. Ads are not accepted via e-mail.

File preparation: Acceptable formats are Acrobat PDF, Quark Xpress, Adobe PhotoShop, Adobe Illustrator. Only Type 1 screen and printer fonts (Postscript) should be used. TrueType fonts should not be used. Fonts must be embedded, supplied, or converted to outlines.

Images must be saved as TIFF or EPS files. Color images must be in CMYK mode. Black & white images should be bitmapped or grayscale. Files must be scaled same size at 300 dpi. File format conversions required to conform to these standards will be billed back to advertiser on a time and materials basis.

Publisher is not responsible for incorrectly prepared digital files that cannot be corrected and resent within our production timetable. Contact Bill Daitchman at Typeset Offset, 831-688-8090 or bill@inkari.com for Meeting Guide Book file preparation instructions.

Color ads: When submitting a color ad, a SWOP-certified proof must be supplied for color matching. If a color proof is not provided, the publisher will instruct the printer to pull a press quality proof for on-press color guidance. The proof will be billed back to the advertiser. All ads must include a laser check proof.

In-house ad production: Typeset Offset, the graphic design firm for the ASRS 28th Annual Meeting can produce ads for advertisers. All design charges will be billed back to advertiser. Contact Bill Daitchman at 831-688-8090 for assistance.

AD SPACE SIZES

PUBLICATION TRIM SIZE: 8-1/2" x 11"

Ad Size	Non-Bleed Width x Depth	Bleed Width x Depth
1/2 Page (horizontal)	7-1/2" x 5"	N/A
Full Page	7-1/2" x 10"	8-3/4" x 11-1/4"
2-Page Spread	16" x 10"	17-1/4" x 11-1/4"

Bleed sizes include 1/8" trim from outside, bottom, top and gutter. Keep live matter at least 1/2" from trim.

ISSUANCE AND CLOSING DATES

DISTRIBUTION

The Meeting Guide Book will be provided on-site to all attendees of The ASRS 28th Annual Meeting and a flash drive with the Meeting Guide Book will be mailed to all members not in attendance.



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CLOSING DATES

Ad space reservation deadline: April 9, 2010.

Materials due: July 9, 2010.

Extensions: If an extension date for material is agreed upon and material is not received by Typeset Offset, the graphic design firm for the ASRS 28th Annual Meeting, on the agreed date, the advertiser will be charged for the space reserved.

Cancellations: If an advertisement is canceled after the closing date, the ASRS reserves the right to charge the advertiser for the cost of space reserved. Neither the advertiser nor its agency may cancel space after the closing date.

CONTACT

Bill Daitchman
Email: Bill@inkari.com
Phone: 831-688-8090

SHIPPING

Send MEETING GUIDE BOOK ad materials to:

Bill Daitchman
Typeset Offset
33 Morehouse Drive
La Selva Beach, CA 95076
Phone 831-688-8090

Retina Times

AD SPACE SIZES

PUBLICATION TRIM SIZE: 8-1/2" x 11-1/2"

Ad Size	Non-Bleed Width x Depth	Bleed Width x Depth
1/2 Page (horizontal)	7-1/2" x 5-1/4"	N/A
Full Page	7-1/2" x 10-1/2"	8-3/4" x 11-3/4"
2-Page Spread	16" x 10-1/2"	17-1/4" x 11-3/4"

Bleed sizes include 1/8" trim from outside, bottom, top and gutter. Keep live matter at least 1/2" from trim.

ISSUANCE AND CLOSING DATES

DISTRIBUTION

The *Retina Times* will be provided on-site to all physician registrants of the ASRS 28th Annual Meeting, and a flash drive with the *Retina Times* will be mailed to all ASRS members not in attendance.

CLOSING DATES

Ad space reservation deadline: April 9, 2010.

Materials due: July 9, 2010.

CONTACT

Steve Lenier
Email: steve@stevelenier.com
Phone: 714-892-6505

SHIPPING

Send RETINA TIMES ad materials to:

Steve Lenier
Retina Times
11437 Wadham Way
Cypress, CA 90630
Phone 714-892-6505