



25th Annual ASRS Meeting Program Book
Indian Wells, California 2007

Advertising Specifications

ADVERTISING PRODUCTION SPECS

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 any 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 25th Annual Meeting, can produce ads for advertisers. All design charges will be billed back to advertiser. Contact Bill Daitchman at 831-688-8090 for ad preparation instructions.

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 Program Book will be provided on-site to all attendees of the 25th Annual Meeting and mailed to all ASRS members not in attendance.

CLOSING DATES

Ad space reservation deadline: May 31, 2007.

Materials due: August 31, 2007.

Extensions: If an extension date for material is agreed upon and material is not received by Typeset Offset, the graphic design firm for the 25th 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.

SHIPPING

Send ad materials to:

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