

## EVENT DIRECTORY

[www.semi.org/advertising](http://www.semi.org/advertising)

### Advertising Deadlines

**Reservations Due**  
January 22, 2010

**Materials Due**  
January 29, 2010

### Advertising Rates

#### SEMI® Members

*Note: All rates are in U.S. dollars.*

#### Covers and Premium Positions

	4/C
Back Cover	\$3,000
Inside Front Cover	2,500
Inside Back Cover	2,000
Front Cover Strip	2,200
Inserted Page (full page)	1,000

#### Non-Member Rates

*Note: All rates are in U.S. dollars.*

#### Covers and Premium Positions

	4/C
Back Cover	\$4,500
Inside Front Cover	3,750
Inside Back Cover	3,000
Front Cover Strip	3,300
Inserted Page (full page)	1,500

### Mechanical Specifications

Digital materials are required. Supply all ads with crop marks clearly indicated. Hard copy proofs are requested with all materials. Mail ads on Mac-formatted CDs or DVDs, and include the proof and the insertion order.

**Accepted File Formats:** Macintosh platform only. Adobe InDesign, Illustrator, Photoshop, and Acrobat PDFs of "Press Quality." PC-based files are not accepted. Please convert PC-based files to Illustrator EPS with fonts turned into outlines. Always include all fonts and supporting graphics.

**Unacceptable Programs and File Formats:** GIF, JPEG or PNG files are not accepted. QuarkXPress, Adobe PageMaker, Corel Draw, Microsoft Publisher, Microsoft Word, PowerPoint, or low quality PDFs are also not accepted.

**Bleed Allowance:** Full page ads require 3 mm bleeds. Incremental ads (1/2 page, 1/4 page and cover strips) do not bleed and must be made to exact size. A 1/2 point keyline is recommended to outline all incremental ads.

**Live Area/Safety Margin:** Keep all live matter 10 mm from edge.

**Color:** CMYK only. RGB files are not accepted.

**Graphics:** Import images at 100% size and at 300 dpi resolution.

**Fonts:** Open Type or Postscript Type 1 fonts only. Provide all printer and screen fonts. Do not apply character-level styling in page layout application. Avoid using True Type or DFont fonts.

**Proofs:** High quality color proofs output at 100% showing crop marks.

**Pick ups:** Materials cannot be picked up from previous directories or from other sources. Please supply new files for each insertion.

**Storage and Liability:** SEMI does not store or return material after printing. SEMI is not liable for loss or damage of ad materials. Materials not prepared to SEMI specifications may incur additional charges and may sacrifice reproduction quality. Publisher is not responsible for incorrect or incomplete ad materials.

### Ad Sizes

	mm (width x height)
<b>Publication trim size</b>	196 mm x 266 mm
Back Cover	196 mm x 266 mm
Inside Front Cover	196 mm x 266 mm
Inside Back Cover	196 mm x 266 mm
Front Cover Strip Ad	190 mm x 54 mm
Inserted Page (full page)	196 mm x 266 mm

### Reservation Form and Materials

Forms due: January 22, 2010

Materials due: January 29, 2010

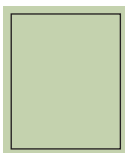
Send to: Ms. Joyce Yang  
FPD China 2010 Directory  
Tel: +86.21.5027.0909 x207  
Email: [jyang@semi.org](mailto:jyang@semi.org)

For questions contact: Michelle Yee at [myee@semi.org](mailto:myee@semi.org)

For bleed add 1/8" or 3 mm to the numbers listed below.

Bleed Ads  
Full Page Only

millimeters



196 x 266

back cover; inside  
front/back cover  
and insert page

non-bleed  
only



Cover Ad Strip

190 mm x 54 mm