

EVENT DIRECTORY

www.semi.org/advertising

Advertising Deadlines

Reservations Due
January 14, 2010

Materials Due
January 21, 2010

Advertising Rates

SEMI[®] Members

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

	B/W	4/C
Full Page	\$2,000	\$2,900
Two-page Spread	4,000	5,800
1/2 Page	1,400	2,000
1/4 Page	1,000	1,600

Covers and Premium Positions

Section Divider Tabs (four available)		\$3,770
Back Cover		3,770
Inside Front Cover		3,480
Inside Back Cover		3,180
Front Cover Strip		3,770

Non-Member Rates

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

	B/W	4/C
Full-page	\$3,000	\$4,350
Two-page Spread	6,000	8,700
1/2 Page	2,100	3,000
1/4 Page	1,500	2,400

Covers and Premium Positions

Section Divider Tabs (four available)		\$5,655
Back Cover		5,655
Inside Front Cover		5,220
Inside Back Cover		4,770
Front Cover Strip		5,655

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

Bleed Ads: mm (width x height)

Publication trim size 196 mm x 266 mm

Full-page Bleed 196 mm x 266 mm

Two-page Spread Bleed 392 mm x 266 mm

Tab (front or back) Bleed 196 mm x 266 mm

Non-Bleed Ads:

Full-page Non-bleed 190 mm x 260 mm

1/2 Page Horizontal 170 mm x 115 mm

1/2 Page Vertical 80 mm x 240 mm

1/4 Page 80 mm x 117 mm

Front Cover Strip Ad 180 mm x 54 mm

Reservation Form and Materials

Forms due: January 14, 2010

Materials due: January 21, 2010

Send to: Ms. Nana Ma

SEMICON China 2010 Directory

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Email: nma@semi.org

For questions contact: Michelle Yee at myee@semi.org

For bleed add 3 mm to the numbers listed below.

