



## EVENT DIRECTORY

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

### Advertising Deadlines

**Reservations Due**  
January 15, 2010

**Materials Due**  
January 22, 2010

### Advertising Rates

#### SEMI<sup>®</sup> Members

Note: 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 Tab		\$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: 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 Tab		\$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.

For bleed add 3 mm to the numbers listed below.

