



EVENT DIRECTORY

Advertising Deadlines

Reservations Due
March 19, 2010

Materials Due
April 3, 2010

www.semi.org/advertising

Advertising Rates

SEMI[®] Members

Note: Rates are in Euros.

	B/W	4/C
Full Page	€ 855	
Two-page Spread	1,580	
1/2 Page	570	
1/4 Page	285	

Covers and Premium Positions

Back Cover	€ 1,195	
Inside Front Cover	1,110	
Inside Back Cover	1,025	
Front Cover Strip	1,195	

Non-Member Rates

Note: Rates are in Euros.

	B/W	4/C
Full Page	€ 1,280	
Two-page Spread	2,370	
1/2 Page	855	
1/4 Page	425	

Covers and Premium Positions

Back Cover	€ 1,795	
Inside Front Cover	1,665	
Inside Back Cover	1,540	
Front Cover Strip	1,795	

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	148 mm x 210 mm
Full-page Bleed	148 mm x 210 mm
Two-page Spread Bleed	296 mm x 210 mm

Non-Bleed Ads:

Full-page Non-bleed	120 mm x 190 mm
1/2 Page Non-bleed	136 mm x 92 mm
1/4 Page Non-bleed	66 mm x 92 mm
Cover Strip Ad	140 mm x 46 mm

Reservation Form and Materials

Forms due: March 19, 2010
Materials due: April 3, 2010

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

For bleed add 3 mm to the numbers listed below.

