



EVENT DIRECTORY

www.semi.org/advertising

Advertising Deadlines

Reservations Due
July 19, 2010

Materials Due
July 30, 2010

Advertising Rates

SEMI[®] Members

Note: All rates are in Taiwan dollars.

	B/W	4/C
Full-page Bleed	NT\$66,000	NT\$95,700
Two-page Spread	132,000	190,400
1/2 Page	52,800	79,200

Covers and Premium Positions

Back Cover	124,410
Inside Front Cover	114,840
Inside Back Cover	105,600
Front Cover Strip	124,410

Please note: 5% VAT will be added to all orders.

Non-Member Rates

Note: All rates are in Taiwan dollars.

	B/W	4/C
Full-page Bleed	NT\$99,000	NT\$143,550
Two-page Spread	198,000	287,100
1/2 Page	79,200	118,800

Covers and Premium Positions

Back Cover	186,615
Inside Front Cover	172,260
Inside Back Cover	158,400
Front Cover Strip	186,615

Please note: 5% VAT will be added to all orders.

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.

