



EVENT DIRECTORY

Advertising Deadlines

Reservations Due
August 13, 2010

Materials Due
August 20, 2010

www.semi.org/advertising

Advertising Rates

Standard Rates

Note: Rates are in Euros.

	B/W	2/C	4/C
Full Page	€ 2,625	€ 3,400	€ 3,400
Two-page Spread	5,250	6,790	6,790
1/2 Page	1,900	2,600	2,600

Covers and Premium Positions

Section Divider Tabs (four available)		€ 4,690
Back Cover		4,875
Inside Front Cover		4,500
Inside Back Cover		4,500
Front Cover Strip		4,690

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. Note: If film is submitted, conversion of film to electronic files will be charged at publisher's cost.

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 ad sizes (1/2 pg., 1/4 pg. 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.

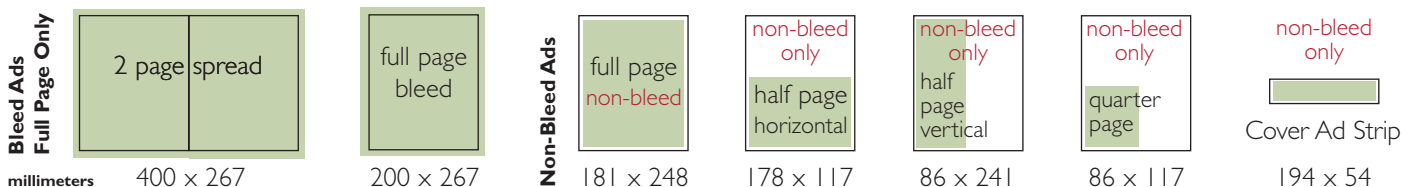
Fonts: Open Type or Postscript Type 1 fonts only. Provide all printer and screen fonts. Do not apply character-level styling in page layout application. Avoid using True Type or DFont fonts.

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.



Directory Ad Sizes

Bleed Ads:	mm (width x height)
Publication trim size	200 mm x 267 mm
Full Page Bleed	200 mm x 267 mm
Two-page Spread Bleed	400 mm x 267 mm
Tab (front or back) Bleed	200 mm x 267 mm

Non-Bleed Ads:

Full Page Non-bleed	181 mm x 248 mm
1/2 Page Horizontal	178 mm x 117 mm
1/2 Page Vertical	86 mm x 241 mm
Front Cover Strip Ad	194 mm x 54 mm

Reservation Form and Materials

Forms due: August 13, 2010
Materials due: August 20, 2010

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