



DAILY NEWS

www.semi.org/advertising

Advertising Deadlines

Reservations Due
June 4, 2010

Materials Due
June 11, 2010

Advertising Rates

Standard Rates

Note: Rates are in U.S. dollars.

	B/W	2/C	4/C
Full Page	\$10,815	\$13,000	\$13,390
Two-page Spread	14,420	19,000	19,570
2/3 Page (vertical)	8,755	11,000	11,330
1/2 Page (vertical or horizontal)	7,725	10,500	10,815
1/3 Page (vertical or square)	7,210	9,500	9,785
1/4 Page	6,440	8,750	9,015

Covers and Premium Positions

Back Cover			18,025
Inside Front or Inside Back Cover			16,995
Front Cover Strip			10,300
Center Spread			26,525
Bellyband			17,410

Package Rates*

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

	B/W	2/C	4/C
Full Page	\$8,075	\$10,000	\$10,000
Two-page Spread	10,750	14,650	14,650
2/3 Page (vertical)	6,550	8,475	8,475
1/2 Page (vertical or horizontal)	5,775	8,075	8,075
1/3 Page (vertical or square)	5,385	7,300	7,300
1/4 Page	4,800	6,750	6,750

Covers and Premium Positions

Back Cover			13,500
Inside Front or Inside Back Cover			12,700
Front Cover Strip			7,500
Center Spread			19,800
Bellyband			13,000

***Note:** Package discount applies when ads are run in June and July issues of *Semiconductor International Magazine* plus *SEMICONWest Daily News*.

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.

Category	Ad Type	Dimensions (mm)
Bleed Ads Full Page Only	2 page spread	406 x 273
	full page bleed	206 x 273
Non-Bleed Ads	full page non-bleed	181 x 248
	2/3 page non-bleed	127 x 267
	non-bleed only half page horizontal	178 x 117
	non-bleed only half page vertical	86 x 241
	non-bleed only quarter page	86 x 117
	non-bleed only Cover Ad Strip	194 x 54

Daily News Ad Sizes

Ad Type	mm (width x height)
Bleed Ads:	
Publication trim size	200 mm x 267 mm
Full Page Bleed	206 mm x 273 mm
Two-page Spread Bleed	406 mm x 273 mm

Non-Bleed Ads:

Full Page Non-bleed	181 mm x 248 mm
2/3 Page Vertical	127 mm x 267 mm
1/2 Page Horizontal	178 mm x 117 mm
1/2 Page Vertical	86 mm x 241 mm
1/3 Page Vertical	70 mm x 267 mm
1/3 Page Square	86 mm x 90 mm
1/4 Page	86 mm x 117 mm
Front Cover Strip Ad	194 mm x 54 mm.

Reservation Instructions

Fax or email all insertion order forms

by **June 4, 2010** to:

Ms. Maris Listello

Fax: 1.630.288.8843

Email: mlistello@reedbusiness.com



Material Mailing Instructions

Please enclose a copy of the insertion order, a color proof, and ad CD. Label package with the SEMICON West event name so that it gets to the correct department.

Send ad materials by 6/11/10 to:

Mark Skipworth
Reed Business Information
2000 Clearwater Drive
Oak Brook, IL 60523
Tel: 1.630.288.8432
Fax: 303.265.5537
Email: mskipworth@reedbusiness.com

For production questions:

Mark Skipworth
Tel: 1.630.288.8432
Fax: 303.265.5537
Email: mskipworth@reedbusiness.com