

Advertising Mechanicals

The Controlled Release Society urges that electronic files be supplied only by those experienced in electronic processing of images. Unusable files may result in additional charges.

Program Guide

Circulation: Approximately 1,700

Ad Orders Due 5/23/11
Ad Materials Due 5/27/11
Published 7/30/11

Ad Sizes

Space	Width	Depth
Full page	7"	10"
Full-page bleed*	8-3/4"	11-1/4"
Half-page vertical	3-3/8"	10"
Half-page horizontal	7"	4-7/8"
Quarter-page	3-3/8"	4-3/4"

* *Bleed art must measure 8-3/4" x 11-1/4". Keep live matter 1/4" from trim size edges.*

Trim Size 8-1/2" wide x 11" deep

Printing Method Offset

Stock

Printed on 70-lb gloss text; cover on a 100-lb. gloss cover; tabs 80-lb. gloss cover

Binding

Perfect-bound

Acceptable File Formats

Medium: CD **Platform:** MacIntosh

Software: Adobe InDesign CS3, Adobe Illustrator CS,3 Adobe Photoshop CS3, Quark Xpress 6.0 and below

Format: eps, tif, or PDFv1.3 (Acrobat 4.0 compatible).

Resolution: 4C – 300 dpi, Black and White – 266 dpi

- Four-color ads must be set up as CMYK (including all graphics)
- All fonts and graphics must be included on the disk.
- A hard copy of the file must accompany the disk. For color proofing, a SWOP-quality contact proof should be supplied.
- Files must be set up at 100% of output size, allowing 1/8" bleed for bleed ads.
- Media files provided in other programs, or any other work required to complete the ad, will be subject to production charges.

General Information

Production Services: Production changes or services are billed at \$100 minimum. Invoice is issued on publication date. **Advertising Material**

Storage: Electronic files will be held for one year after print and then discarded unless requested to be returned. **General Policy:** Advertisers and advertising agencies are responsible for all content of advertisements printed, and they also assume responsibility for any claims arising therefrom made against the publisher. The publisher reserves the right to refuse such advertising as they deem inappropriate for the CRS Program Guide or CRS Newsletter.

CRS Newsletter

Circulation: Approximately 1,700

Editorial Calendar 2010

Issue	Ad Close Date	Ad Materials Due Date	Mail Date
No. 1	1/10/11	1/14/11	2/25/11
No. 2 (<i>Preconvention</i>)	3/7/11	3/11/11	4/22/11
No. 3	5/2/11	5/6/11	6/17/11
No. 4 (<i>Postconvention</i>)	6/22/11	6/27/11	8/8/11
No. 5	8/24/11	8/29/11	10/10/11
No. 6	10/24/11	10/28/11	12/9/11

Ad Sizes

Space	Width	Depth
Full page	7"	9-3/4"
Full-page bleed*	8-3/4"	11-1/4"
Half-page horizontal	7"	4-3/4"
Half-page vertical	3-5/8"	9-3/4"
Third-page	7"	3"
Quarter-page	3-5/8"	4-3/4"

* *Bleed art must measure 8-3/4" x 11-1/4". Keep live matter 1/4" from trim size edges.*

Trim Size

8-1/2" wide x 11" deep

Printing Method

Offset lithography

Stock

80-lb. gloss text

Binding

Saddle-stitched

Acceptable File Formats

Medium: CD **Platform:** MacIntosh

Software: Adobe InDesign CS3, Adobe Illustrator CS3, Adobe Photoshop CS3, Quark Xpress 6.1 and below

Format: eps, tif, or PDFv1.3 (Acrobat 4.0 compatible).

Resolution: 300 dpi

- Four-color ads must be set up as CMYK (including all graphics).
- All fonts and graphics must be included on disk.
- A hard copy of the file must accompany the disk. For color proofing, a SWOP-quality contact proof should be supplied.
- Files must be set up to 100% of output size, allowing 1/8" bleed for bleed ads.
- Media files provided in other programs, or any other work required to complete the ad, will be subject to production charges.

Ad Orders: Contact Debby Woodard at dwoodard@scisoc.org; +1.651.994.3817

Materials and Invoicing: Contact Lisa Anderson at landerson@scisoc.org; +1.651.994.3809

Send form to: Controlled Release Society
 Attn: Lisa Anderson, CRS Advertising Sales
 3340 Pilot Knob Road, St. Paul, MN 55121 U.S.A.

Facsimile: +1.651.454.0766

E-mail: landerson@scisoc.org

FOR OFFICE USE ONLY

Accepted for _____

By: _____ Date: _____

Materials: To come _____ Received _____ Repeat _____

Rate: _____ Cost per insertion: \$ _____