

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.

2012 CRS Annual Meeting Program Book

Circulation: Approximately 1,500

Ad Orders Due 5/14/12
Ad Materials Due 5/18/12
Published 7/15/12

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 Lithography

Stock

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

Binding

Saddle-stitched

Acceptable File Formats

Medium: CD or via e-mail **Platform:** MacIntosh

Software: Adobe InDesign, Illustrator, and Photoshop

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 Annual Meeting Program Book or CRS Newsletter.

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

Materials and Invoicing: Contact Colleen Singleton at csingleton@scisoc.org; +1.651.994.3809

To: Controlled Release Society
 Attn: CRS Advertising Sales
 3340 Pilot Knob Road, St. Paul, MN 55121 U.S.A.

Facsimile: +1.651.454.0766

E-mail: csingleton@scisoc.org

CRS Newsletter

Circulation: Approximately 1,700

Editorial Calendar 2012

Issue	Ad Close Date	Ad Materials Due Date	Mail Date
No. 1	1/11/12	1/16/12	2/27/12
No. 2	3/7/12	3/12/12	4/23/12
No. 3 (<i>Preconvention</i>)	4/30/12	5/4/12	6/15/12
No. 4	6/25/12	6/29/12	8/10/12
No. 5 (<i>Postconvention</i>)	8/20/12	8/24/12	10/5/12
No. 6	10/15/12	10/19/12	12/7/12

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 or via e-mail **Platform:** MacIntosh

Software: Adobe InDesign, Illustrator, and Photoshop

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.

FOR OFFICE USE ONLY

Accepted for _____

By: _____ Date: _____

Materials: To come _____ Received _____ Repeat _____

Rate: _____ Cost per insertion: \$ _____