

2018 CONVENTION PROGRAM

ADVERTISING ORDER FORM

YES, I wish to place an advertisement in the 2018 ASBI Convention Program.

Mark the box in the appropriate category. If you have any questions feel free to please call (512) 523-8214.

PAGE SIZE	COST	
	Members	Nonmembers
<input type="checkbox"/> Full Page	\$500	\$900
<input type="checkbox"/> Spread Ad	\$700	\$1,300

DIGITAL FILE DEADLINE

September 7, 2018 — Digital files to Leader Graphic Design Inc., 5050 Newport Drive, Suite 5, Rolling Meadows, IL 60008.

If you have any questions feel free to please call (847) 564-5409 or email (jhenson@leadergraphics.com) for FTP information.

(See Page 2 for Publication Mechanicals)

ORDER FORM DEADLINE

Please return the completed form with payment (check made payable to the American Segmental Bridge Institute, or with credit card information in U.S. dollars only) on or before **September 7, 2018**.

 Contact Full Name

 Company

 Address

 Suite / Floor / Room

 City State Zip Code

 Phone Fax Email

 Signature Date

Credit Card: VISA® MasterCard® AmericanExpress® Discover® *(Please complete entire form for payment)*

 Credit Card Number Security Code

 Name (as it appears on card) Exp. Date

 Billing Address (must match name on card)

 City State Zip Code

Please enclose this completed order form with your check or credit card information on or before September 7, 2018 and mail or fax to:

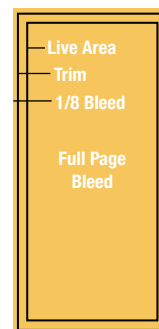
2018 CONVENTION PROGRAM ADVERTISING DIGITAL REQUIREMENTS

Mechanical Specifications – General Requirements:

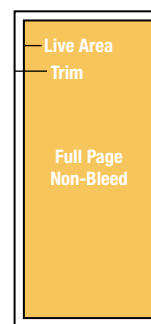
Digital ad files are REQUIRED.

ASBI Convention Program is a 4 color, computer-to-plate publication.

Final Trim Size	4 x 8 ¹ / ₂ (4 x 8.5) inches. All pertinent matter should be kept ³ / ₈ inch from trim on all four sides. (Ads must be created at 100% of size)
Non-Bleed ad	3 ¹ / ₄ x 7 ³ / ₄ (3.25 x 7.75) inches.
Live Area	3 ¹ / ₄ x 7 ³ / ₄ (3.25 x 7.75) inches.
Spread Ads	8 x 8 ¹ / ₂ inches. All pertinent matter should be kept ¹ / ₄ inch from the gutter on both sides (¹ / ₂ inch total).
Line Screen	150 line = Hi Resolution: 2 X Line Screen = 300 dpi at 100%
Crops	Set at final trim size, and extend bleed ¹ / ₈ inch beyond trim size.



Bleed Ad
4 x 8¹/₂ (4 x 8.5) in.



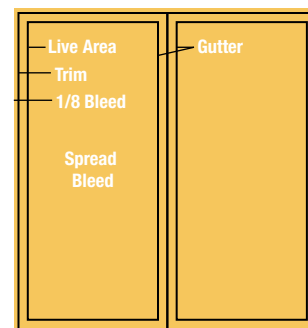
Non-Bleed Ad
3¹/₄ x 7³/₄ (3.25 x 7.75) in.

Electronic files should be submitted as follows:

Files must be supplied as CMYK; files supplied as RGB or Pantone must be converted prior to printing. The Publisher is not responsible for color shifts due to files created in RGB, Pantone or shifts in color due to the difference between the file and the proof.

NOTE: We preflight all ads to find problems such as missing fonts, low resolution photos or color problems. We are not responsible for improperly prepared files. We will attempt to notify agency/advertiser if we find a problem with your native files or pdfs. **PDF files cannot be altered once we receive them, so any changes necessary will need to be submitted as a new file. The publisher is not responsible for improperly submitted files, but will request that they be resubmitted.** If you have any questions please call us at 847.564.5409.

PDFs	Acrobat 5 (PDF 1.4) files are preferred. PDF files must be created using InDesign 2 (or later) or Acrobat Distiller 4 (or later). All PDFs must have crop marks with ¹ / ₈ inch bleed, (see above) and be hi-resolution with all fonts and graphics embedded. PDF files from Quark MUST be created using Adobe Acrobat NOT exported directly from Quark.
Page files	All page files must be provided in Mac format, Adobe InDesign 2 (or later) or QuarkXPress 4 - 7 files, including all fonts (screen and printer) and all high resolution (300 dpi) graphic files.
Graphic files	All illustrations, logos, etc. must be provided in Illustrator, Freehand or Photoshop.
Photo images	All high resolution files must be supplied. (100% size at 300 dpi) Files must be CMYK, EPS or TIF files.
Fonts	All screen and printer fonts must be included. Also include all fonts used in any Illustrator or Freehand files, if applicable.
Proofs	A Matchprint quality color proof is preferred for color correction on press. A laser quality proof must be supplied with all media. A laser proof is not color correct and cannot be matched on press. Publisher will get as close a possible.
Media	Macintosh files must be supplied on a CD, DVD or Iomega Zip disk (100 MB or 250 MB).
Return of Media	Materials will be retained by the Publisher for one year unless otherwise requested. The Publisher is not responsible for keeping material beyond one year and will discard if return is not requested.



Spread Bleed Ad
8 x 8¹/₂ inches (8 x 8.5) in.

Any Questions In Preparation – Call:



Leader Graphic Design, Inc.
(847) 564-5409

Send All Digital Materials To:

Jim Henson
 Leader Graphic Design, Inc.
 5050 Newport Drive, Suite 5
 Rolling Meadows, IL 60008
 jhenson@leadergraphics.com