



S.O.F.T. 2010

October 18 – 22, 2010

Specifications for Program Advertising Pages



Use these guidelines to submit advertisement pages to be bound into the SOFT 2010 Program Book.

About the Meeting Program:

- Binding: Perfect binding with 8 3/8" x 10 3/4" finished size (not 8 1/2" x 11")
- Ink colors: CMYK four color digital presses will be used. One color or two color ads will also be accepted, however, they are printed as CMYK— same advertising rates apply.
- Ad specifications: Two page advertisement 8 3/8" x 10 3/4" (front and back of one sheet). Your advertisement can bleed off the page, however, special requirements / specifications are necessary (see page 2 below) under "bleeds". The printer will bind your advertisement into the back of the program book. The printer is not responsible for adjusting your artwork to prevent text from being cut off, please follow proper bleed and margin measurements / requirements.

What & How to Supply:

- ONLY digital files will be accepted for publication. Final print quality will be at 600 dpi and the entire book will be digitally printed.
- File types accepted: High resolution /Print Quality PDF (CMYK) with all fonts embedded. Other acceptable formats: InDesign, QuarkXpress with all fonts and graphics included.
- Provide ads at a native resolution of 300 dpi or higher.
- Avoid low resolution "web" graphics (JPG or GIF) they appear pixilated or "jagged" when printed.

Submission Deadline: September 4, 2010:

- Companies not submitting ad materials by 9-4-10 are not eligible for a refund.
- Send completed advertisement in pdf format to Bonnie Fulmer, SOFT Admin. Assistant at bonnie_soft@yahoo.com (1-888-866-7638).

Payment:

- Payment must be made via credit card or check to S.O.F.T. prior to submittal of artwork. Process the advertisement order at the S.O.F.T. Meeting Website (soft2010.org) using the Exhibitor Registration Area or contact Bonnie Fulmer, SOFT Admin. Assist. for other alternatives.



File Submission Specifications

File Types:

There are numerous applications available in today's market, some much better than others. The following list are acceptable file formats that we can accept (PC Format). Please include fonts and graphics when submitting, make sure your submitted file is in a proportion of the final product (ex. final product 6'x3'...proportion 3'x1.5') and all graphics are a minimum of 300 DPI:

PDF
EPS
InDesign

Quark Express
Photoshop
Illustrator

Pagemaker
Jpeg
Tiff

Due to the problems involved with the following types, an additional fee will be charged if these file types are submitted (please include fonts and graphics):

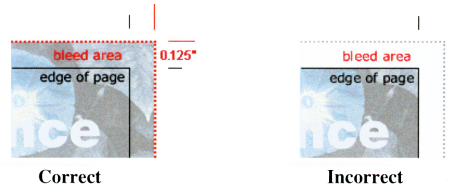
MS Word

MS Powerpoint

MS Publisher

Bleeds:

If your artwork extends (bleeds) to the edge of the sheet, you MUST extend it an additional 1/8" past the outside edges. The part of the image within the bleed area will be cut off and should not contain any important text.



Margins:

If you place the text and logo's to the edge of the sheet, you run the risk of having part of it trimmed off in the final finishing operation. For best results, please leave at least 1/4" of margin between the text and graphics and the edge of the sheet. This also gives a much cleaner, more professional look



Spine Artwork:

The spine direction should be such that the beginning of your artwork or text starts at the top and is read from top to bottom. You can test if a spine is in the correct direction by laying the book front cover side up on a table. If you turn the spine toward you it should read left to right.



for perfect bound books, allow at least a 1/16" between your spine text and the fold edges of the front and back covers. For a real clean appearance, we recommend 1/8" inch. This prevents your spine text from running onto the front or back covers when we bind your books. Spine art is not recommended for spines under 1/4".

To calculate spine width for perfect bound books:

for 50# offset paper - (total pages ÷ 2) x .0043
for 60# offset paper - (total pages ÷ 2) x .0052