ACɛʀꜱ ADVERTISING MECHANICAL REQUIREMENTS

Bulletin Print/Electronic

Full Page	Live Area: 7 x 10 in. (177 x 254 mm); (17.8 x 25.4 cm) Trim: 8.125 x 10.875 in. (206.375 x 276.225 mm); (20.6 x 27.6 cm) Bleed: 8.25 x 11.125 in. (209 x 282 mm); (21 x 28.3 cm)
2/3 Page	Live Area: 4.5625 x 10 in. (115 x 254 mm); (11.4 x 25.4 cm)
1/2 Page Island	Live Area: 4.5625 x 7.5 in. (115 x 190.5 mm); (11.5 x 19.1 cm)
1/2 Page Vertical	Live Area: 3.25 x 10 in. (82.55 x 254 mm); (8.3 x 25.4 cm)
1/2 Page Horizontal	Live Area: 7 x 4.875 in. (177 x 123 mm); (17.8 x 12.4 cm)
1/3 Page Square	Live Area: 4.5625 x 4.875 in. (115 x 123 mm); (11.6 x 12.4 cm)
1/3 Page Vertical	Live Area: 2.125 x 10 in. (53 x 254 mm); (5.4 x 25.4 cm)
1/3 Page Horizontal	Live Area: 7 x 3.3125 in. (177.8 x 84 mm); (17.8 x 8.4 cm)
1/4 Page	Live Area: 3.25 x 4.875 in. (82 x 123 mm); (8.3 x 12.4 cm)

Classified Advertising

Single-column width is 2.25 in. (5.715 cm); double-column width is 4.5 in. (11.43 cm).
Run of publication display rates apply for ads measuring more than 4.5 in. (11.43 cm) by 2.25 in. (5.715 cm), whether horizontal or vertical.

Business Services Advertising

• 1-inch consultants ad is 2.25 in. wide by 1 in. deep.
• 2-inch ad is 2.25 in. wide by 2 in. deep.
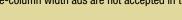• 3-inch ad is 2.25 in. wide by 3 in. deep.
Double-column width ads are not accepted in this section. Column width is 2.25 in.

Publication Trim Size: 8.125 in. x 10.875 in.
(206.375 x 276.225 mm); (20.637 x 27.622 cm)

Halftone Screen Requirements: 150-Line Screen.

Type of Binding: Saddle stitch, except December *ceramicSOURCE* Buyers Guide issue, which is perfect bound.

Art Specification (print)

FILES: A press-quality PDF is preferred (with all fonts embedded). Other file formats accepted are JPEG, TIFF, EPS, and most major Macintosh page-layout programs.

FONTS: Type 1 fonts are required. TrueType fonts will be replaced with the closest match available.

ART: All placed images, graphics, logos, and fonts must be included.

RESOLUTION: Line art, 1200 dpi; color art, 300 dpi. Low-resolution images will be resampled to appropriate levels as needed.

COLOR: All color images must be set to CMYK output with no ICC or CIE color profiles attached. A hard-copy proof is required in order for color to be considered critical.

HALFTONES: Black and white halftones should be set to gray scale.

Notes: The publisher cannot be held responsible for the reproduction quality if the proofing requirements are not met or if materials are submitted past closing date.

Files may be submitted on CD-ROM or FTP.

Please label artwork with the issue date, advertiser name, file name.

For proofs and file transfer instructions, contact Marianna Bracht at **mbracht@ceramics.org**.

Art Specification (online)

Images need to be provided in JPG, GIF, or PNG. Image must be 72 dpi and should not exceed 60k. Banner should be named for the company that it is intended for, such as: company_logo_2.jpg etc. and send to mbracht@ceramics.org with cc to mthiel@ceramics.org. Please include best URL.

The American Ceramic Society
www.ceramics.org

AMERICAN CERAMIC SOCIETY
bulletin
emerging ceramics & glass technology