

ADVERTISE IN THE MS&T'08 SHOW DIRECTORY

Your company's opportunity for additional exposure with advertising in the MS&T 2008 Show Directory.

CHECK HERE	PAGE SIZE	DIMENSIONS	PRICE	TOTAL
	FULL PAGE	7" x 10"	\$1,500.00	
	TWO THIRDS PAGE (Vertical)	4 1/2" x 10"	\$1,000.00	
	HALF PAGE (Horizontal)	7" x 4 7/8"	\$ 895.00	
	HALF PAGE (Island)	4 1/2" x 7 1/2"	\$ 895.00	
	ONE THIRD PAGE (Island)	4 1/2" x 5"	\$ 695.00	
	ONE THIRD PAGE (Vertical)	2 1/8" x 10"	\$ 695.00	
	QUARTER PAGE	3 1/4" x 5"	\$ 495.00	
	ONE SIXTH PAGE	2 1/8" x 5"	\$ 295.00	
			Total Due \$	

All payments should be made payable to MS&T'08 c/o AIST and received no later than **July 11, 2008**. Send payments to AIST, c/o **Rebecca Smith, 186 Thorn Hill Road, Warrendale, PA 15086. Phone (724) 776-6040, ext. 676; Fax (724) 776-1880; e-mail rsmith@aist.org.**

Please complete the following information:

Company _____ Booth # _____

Contact Name _____

Address _____

City/State/Zip _____

Email _____

METHOD OF PAYMENT:	
<input type="checkbox"/> Check or Money Order Enclosed	Check # _____
<input type="checkbox"/> VISA <input type="checkbox"/> MasterCard <input type="checkbox"/> American Express <input type="checkbox"/> Discover <input type="checkbox"/> Diners Card	
Credit Card Number _____	Expiration Date _____
Name of Cardholder _____	(please print)
Signature _____	

Insertion Order Deadline is July 11, 2008.

Artwork Specs

Electronic Format

- High-resolution, composite files such as PDF, EPS or TIF. Fonts must be embedded, with assigned graphic colors and be converted to CMYK, Grayscale or spot color.
- Document size should be same as desired size.
- Bleeds should be at least 1/4" past the trim, and indicate if it's a bleed ad at submission.
- For Full Page, all vital copy must be at least 3/16" from trim.
- Line Art must have a resolution of 600 dpi, screened graphics must have a of 300 dpi.
- "Hairline" rules must be more than .25 points.
- Colors in color palette must be defined as process or spot.

Original Artwork

- 150 line screens for color ads, 133 line screens are accepted.
- Artwork should be original screened film negatives, right-reading, emulsion-side down, one piece per color.
- Film must be clear base and dimensionally stable.

File Submission

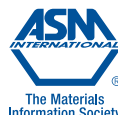
- Files can be submitted on CD-ROM, DVD or Zip discs, emailed as a compressed file to: ads@tms.org, or posted on FTP site (call for ftp instructions).
- Digital files, B&W or color must be accompanied by a hard copy or PDF proof. Publisher is not responsible for four-color reproductions if material is not proofed on a 40# publication stock or comparable.
- Bleeds must be marked with specified crop marks.
- Electronic submissions must be accompanied by an output report containing information on operating system used, compression program used, application used as well as version #, file names, fonts & images.



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