

Woodturner

THE JOURNAL OF THE AMERICAN ASSOCIATION OF WOODTURNERS

MECHANICAL SPECIFICATIONS

SUBMISSION OF AD MATERIALS:

Electronic Files: Digital Files should be EPS (fonts saved as paths) or PDF (embedded fonts). PDFs are to be made from document containing postscript fonts, art/image files saved at 300 dpi and color photos/art saved as CMYK. Application files in Illustrator, Quark, Pagemaker or InDesign should include all fonts and images. We do not accept jpg or dcs files. Must include screen AND printer font files. All graphic files (pictures and logos) should be saved as TIFF or EPS files (300 dpi) and linked to the document.

Microsoft Publisher is not acceptable.

Photoshop is not acceptable unless text is rasterized.

Entire ad saved as a tiff is not acceptable.

Microsoft Word is not acceptable.

All ads must be accompanied by a proof.

Color: Process (CMYK) color only. Black and white images should be defined as grayscale. Photos, logos, and images MUST be 300 dpi at final size and line art must be 1270 dpi.

Acceptable Media: Please provide electronic materials (with hard copy printouts) on: CD-ROM, Zip disk, Email – 3MG or less to tvitzthum@associationsinc.us or inquire about FTP transmission. FTP and email should be compressed. Disk must be labeled clearly with a descriptive name including file name, format, and platform.

Ad Production Costs: Preparation of artwork, special production costs, halftones, separations, *typesetting and client-requested changes will be billed at a cost to the advertiser.* Production estimates may be requested from the advertising department. Layout with detailed specifications should accompany all advertisements that require typesetting by the publisher. Publisher cannot guarantee exact match of special typeface.

SIZES

Full page 7 1/4" w x 9 5/8" d

1/2 page vertical 3 1/2" w x 9 5/8" d

1/2 page horizontal 7 1/4" w x 4 3/4" d

1/4 page 3 1/2" w x 4 3/4" d

1/8 page 3 1/2" w x 2 1/4" d

1/16 page 3 1/2" w x 1

Printing Process: web offset, trim size 8 1/2 x 10 7/8.

Bleed: Allow 1/8" beyond trim on all bleed edges.

Rates: All rates apply to camera-ready copy only.

Production charges for ad alterations and design will be incurred.

Contact advertising department for referral for ad design services.

•PAYMENT MUST ACCOMPANY AD

Payment for annual ad is due in full by January 10.

•No cancellations accepted after ad due date.

•Business/Professional membership discounts:

Supporting 10%

Benefactor 25%

Patron 40%

•No commissions or cash discounts.

•Off-sized ads will be billed at the next highest standard size.

•Contract space must be used during the four-issue period. New ads within the contract period must be received on or before ad due date (as noted above), or previous ad will be inserted.

•Copy accepted subject to policies and approval of the American Association of Woodturners.

•Publisher's liability in the event of error will be limited to publishing the ad once correctly at no additional charge.

Send all ads and checks (made payable to American Association of Woodturners) to:

Tom Smull • 319 E 5th St. • Des Moines IA 50309 • 800-577-4638 • 515-280-7234

515-280-6399(F) • tsmull@associationsinc.us

Tonya Vitzthum • 319 E 5th St. • Des Moines IA 50309 • 800-577-4638 • 515-280-7234

515-280-6399(F) • tvitzthum@associationsinc.us