

Coordinate Metrology Systems Conference

2537 Elk Hollow Lane, Weatherford, TX 76085 | 425-802-5720 | www.CMSC.org



2014 Conference Program Art and Ad Layout Guide



Embassy Suites North Charleston

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Overview

The following guidelines pertain to any Ad or Art/Graphic submissions for the CMSC program booklet that will be distributed at the conference. These guidelines will help to ensure that the submitted ads fit into the layout.

Advertising Rates

Inside Front Cover, 4 Color, Full Page:	\$800.00
Inside Back Cover, 4 Color, Full Page:	\$700.00
Back Cover, 4 Color, Full Page:	\$850.00
Full Page, 4 Color:	\$550.00
Horizontal Half Page, 4 Color:	\$325.00

Deadlines

All Art for the Conference program must be submitted to CMSC Publications by close of business Friday **June 20, 2014**, to ensure inclusion in the final printed program.

Delivery Instructions

Email final graphic files to Tara Mitchell:

publicrelations@cmssc.org

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Art and Logo File Specs

- Art files should be submitted in EPS vector format (EPS or AI). Vector files are scalable to any size for high quality printing.
- Raster Files (JPG, TIF) 300dpi minimum, rendered at the maximum size expected for printing can be submitted.
- Full size and resolution PDF files can be submitted.
- **DO NOT** include border lines, print marks or color marks in the submitted file. You may submit a proof or placeholder with your sizing and borders on it, but all final work must be free of guide and print marks.

Color Specs

RGB is the preferred color setting and CMYK setup will be handled by the print press service.

- Adobe RGB (1998) is the preferred RGB setting.
- CMYK or sRGB images or files are acceptable
 - Color conversions can be performed on import.

Bleed and Margins and Ad Size Info

If the ad has ink that needs to go to the page edge, please include bleed allowance in your submission. 1/8 inch bleed on all sides is required when bleed is needed.

Full Page Ad Specs

To ensure that a full page ad fills the whole page and that the art prints well and is not clipped or trimmed out, use these sizes and margins.

Size

8.75 x 11.25 with bleed (1/8 on all sides)

8.5 x 11 without bleed

2625 x 3375 pixels

Full Page Ad Specs - Continue

Margins

.375 inch (3/8 inch) margin inside the 8.5 X 11 page

Half Page Ad Specs

To ensure that a half page ad fills the half page and that the art prints well and is not clipped or trimmed out, use these sizes and margins.

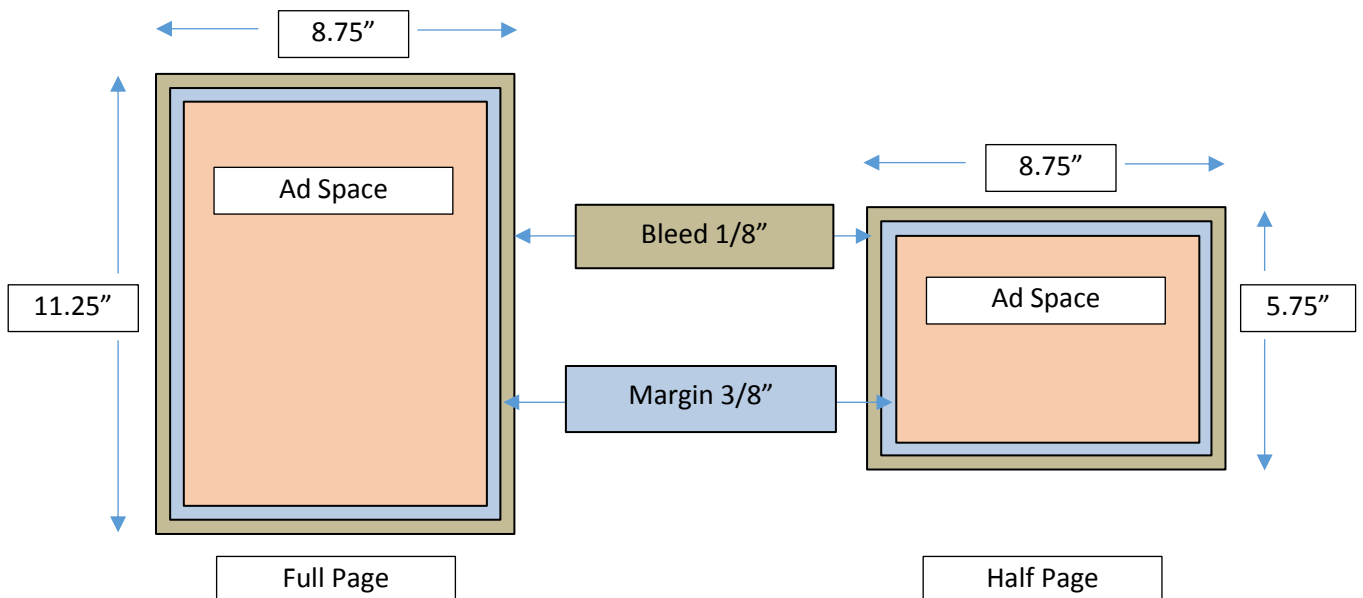
Size

8.75 x 5.75 inches (1/8 (.125) inches bleed at top and bottom)

2625 x 1725 pixels (38 pixels bleed top and bottom)

Margins

.375 inch (3/8 inch) margin inside the 8.5 X 11 page



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Payment Instructions

PAYMENT -Payment can be completed online at the CMSC Website www.CMSC.org using these steps:

1. Select **ANNUAL CONFERENCE** from the main menu.
2. Choose **REGISTER**, then enter your **email address**. Next under **Registration Type**, select **Exhibitor**. On the line directly below the Registration Type box, there is a note stating if you wish to be a sponsor, but are not going to attend the conference, **please click here**. Using cursor select **please click here** to proceed to the **Marketing Opportunities** page.
3. Select the items you wish to purchase for advertising. When finished, click **continue** at the bottom of the page. Notes: *A rectangular box next to an item requires a number to be typed in the field. A small square box next to an item designates there is only one of its kind for purchase. When an item has been purchased to its set limit, it will not appear on the page, nor will be available for purchase.*
4. Review your **Order Summary** and click **continue** at the bottom of the page.
5. Fill out your **Contact Information** in the left hand column.
6. Please fill out the **Billing Information** only if it is different from your Contact Information. Click **submit** at the bottom of the page.
7. On the **Confirmation** page, please review and print the information and itemized invoice. To complete the transaction, you must click the red **Done** link at the bottom of the page. You will receive an automated email confirmation of your purchase.

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Contact Information

For information on purchasing, please visit www.cmssc.org or contact:

Jan Rode: registrar@cmssc.org

425-802-5720

For information on deadlines or deliveries, please contact:

Tara Mitchell: publicrelations@cmssc.org

253-332-0075

For technical, formatting and graphic information concerning artwork and ad files for submission:

Tom Brown: tabrown.graphics@gmail.com

636.795.1736