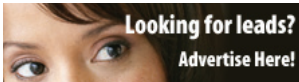


AOCS Advertising Specifications

AOCS Website Advertising



Text-wrapped position on content pages 223w x 60h



Footer banners on select landing pages..... 305w x 60h

Electronic Ad Format:

Format: GIF file (100 dpi, 256 colors), 20 KB max. Every banner must have either a working URL or a text alternative (up to 60 characters)

Multimedia Banners: GIF98 Animations accepted, from single to infinitely looping banners.

Print Ad Specifications

Print Specifications

Halftones: 133 line screen.

Printing is by web and sheet-fed offset presses. *inform* and *Oil Mill Gazetteer* paper stock is white, coated, 45-pound basis weight. Meeting programs paper stock is white, coated, 60-pound basis weight/interior pages, and 80-pound basis weight/cover.

Preferred materials: Electronic files submitted per the following instructions.

Rotation of 4-color process: black, magenta, yellow, cyan.

Binding: *inform*, *Oil Mill Gazetteer*, and meeting programs are saddle stitched.

Live matter: Deduct at least 1/2" from all sides of the page trim size.

Artwork Specifications for Print

All ads must be submitted as PDF (fonts embedded) or TIF files. All files must be high resolution—minimum of 300 dpi. All images for 4-color ads must be submitted as final, high-resolution (300 dpi) CMYK files (not RGB). If you are concerned about color, please submit a 4-color SWOP proof with your digital file. Make sure all images for black and white ads are saved as grayscale, not RGB. We will also accept MACINTOSH files, with all fonts and graphics included, in QuarkXPress, InDesign, Illustrator, Freehand, or PhotoShop.

Note: We do not accept PC files. We do not accept files created in PageMaker, Corel Draw, or Microsoft Publisher, PowerPoint, and Word. Screen grabs from the Internet will print low-resolution, 72 dpi images, and are unacceptable.

AOCS Newsletter Sponsor

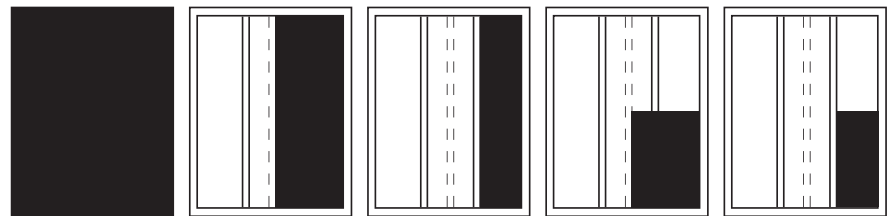
190w x 50h



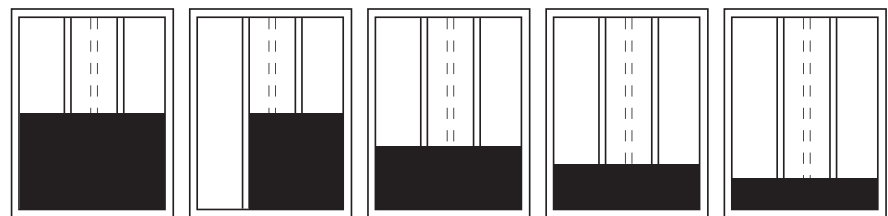
Standard unit sizes in inches: 1 inch = 25.4 millimeters; 1 inch = 6 picas

Spread bleed: 16.875" x 11.375" | Spread trim: 16.5" x 11" | Bleed allowance: .1875"

Offset cropmarks and printers marks/page information .1875" (so they will print outside the bleed allowance).



FULL PAGE TRIM: 8.25" x 11" BLEED: 8.625" x 11.375"	1/2 PAGE VERTICAL 3.5" x 9.5" BLEED: 4.1875" x 11.375"	1/3 PAGE VERTICAL 2.25" x 9.5" BLEED: 3" x 11.375"	1/4 PAGE VERTICAL 3.5" x 4.75"	1/6 PAGE VERTICAL 2.25" x 4.75"
--	---	---	--	---



1/2 PAGE HORIZONTAL 7.25" x 4.75" BLEED: 8.625" x 5.5"	1/3 PAGE SQUARE 4.75" x 4.75"	1/3 PAGE HORIZONTAL 7.25" x 3.5"	1/4 PAGE HORIZONTAL 7.25" x 2.5"	1/6 PAGE HORIZONTAL 7.25" x 1.75"
---	---	--	--	---

All ads submitted should be suitable to print as is. If files are prepared improperly and mechanical requirements are not met, the publisher will not guarantee the reproduction of the ad and additional production charges for the advertiser may result. Charges will apply for alterations made to your files due to errors in your file format. Charges are subject to an hourly rate.