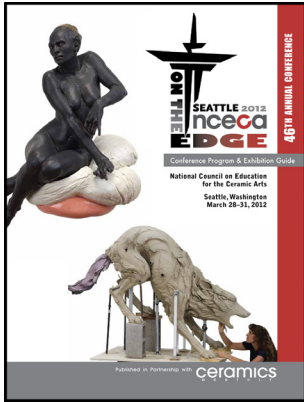




2013 NCECA Guide Advertising Rates and Information

HOUSTON, TX | MARCH 20–23, 2013



Reaches 4000+ conference attendees as they plan their visit to workshops, technical sessions and your booth during this intensive four-day event. This guide is distributed electronically to all registered attendees prior to their NCECA visit, allowing more viewing time for your ad while they're deciding what equipment and materials to purchase.

RATES

SIZES	1x	3x	6x	10x	13x	16x	19x
Full Page	\$865	820	735	685	630	590	555
2/3 Page	\$695	665	590	545	495	470	435
1/2 Page Island	\$615	580	520	475	450	425	385
1/2 Page	\$555	540	470	435	415	380	350
1/3 Page	\$430	425	370	335	320	300	285
1/4 Page	\$330	315	285	260	245	230	215
1/6 Page	\$255	245	225	210	195	190	160

Add color: \$350 for Full page, 2/3 page, 1/2 island; \$240 for 1/2 page, 1/3 page; \$185 for 1/4 page, 1/6 page

Reserve By: February 6, 2013

Materials Due: February 13, 2013

Posting Date: February 25, 2013

ART SPECIFICATIONS

AD SIZES	SPECIFICATIONS
2 Facing pages	16 1/2" x 10 7/8"
Full page	8 1/4" x 10 7/8"
2/3 page	4 5/8" x 10"
1/2 page island	4 5/8" x 7 3/8"
1/2 page (vertical)	3 3/8" x 10"
1/2 page (horizontal)	7" x 4 7/8"
1/3 page (vertical)	2 1/4" x 10"
1/3 square	4 5/8" x 4 7/8"
1/4 page	3 3/8" x 4 7/8"
1/6 page (vertical)	4 5/8" x 2"
1/6 page (horizontal)	2 1/4" x 4 7/8"

Publication Trim Size: 8 1/4" x 10 7/8"

Bleed: Add 1/8" of ad space all around to Trim Size (Full page ads only)

Live Matter: Should be kept 1/4" from trim edge (Full page ads only)

Halftone Screen Requirements: 150-Line Screen

Type of Binding: Saddle stitch

MECHANICAL REQUIREMENTS

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. 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.

HALFTONES: Black-and-white halftones should be set to grayscale.

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 Jan Moloney at jmoloney@ceramics.org.

National Sales Account Manager

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