

The Clinical Embryologist

PO Box 650790

Vero Beach, FL 32965, U.S.A.

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Editor

Advertising Rates and Mechanical Specifications 2007

| Item | Description | Price B/W | Price Color |
|------------------------|---|------------|-------------|
| Centerfold, 2 pages | Centerfold-2 pages (not available at present) | \$1,420.00 | \$2,740.00 |
| Full page ifc | Full page display ad inside front cover | \$ 950.00 | \$1,620.00 |
| Full page ibc | Full page display ad inside back cover | \$ 950.00 | \$1,620.00 |
| Full page obc | Full page display ad outside back cover | \$1,072.00 | \$1,730.00 |
| Full page inside | Full page display ad inside | \$ 680.00 | \$1,340.00 |
| Half page inside | Half page display ad inside | \$ 410.00 | \$ 790.00 |
| Quarter page inside | Quarter page display ad inside | \$ 230.00 | \$ 450.00 |
| Two pages side by side | Two pages side by side | \$1,220.00 | \$2,540.00 |
| Discount: | Available with a prepaid Agreement (4 consecutive insertions) | 10% | 10% |

Prices are in US Dollars

Graphics design/layout fee Available, determined & agreed upon as necessary.

Advertisement Submission Requirements for The Clinical Embryologist

Media:

- CD or DVD.
- Email if stuffed/zipped file is under 10mb.
- Ads can be submitted via email to: mikethemacguy@mac.com
- If files are too large for email, please have your art department burn a CD with all files (originating program files, graphics, links, and fonts) to the address listed below. Please submit ads in a timely manner to allow time for prepress department of "The Clinical Embryologist" to evaluate artwork submitted. In addition to the disk or email, please include a hard copy or fax of your ad (775-923-2203).

Applications:

- Adobe InDesign CS Version 1 Preferred. (For Adobe Indesign CS2, please downsave to CS1 before submitting.)
- Quark Xpress 6.0, 5.0, 4.0.
- Adobe Acrobat (any version). See "Preparing a High Resolution PDF" section below.

Fonts:

- Submit all fonts used for your ad in order to prevent re-flow issues.
- Include all screen and printer fonts.

Colors, Images and Graphics:

- Ads are full color, 2 color spot, or greyscale.
- Full color ads - please convert all spot colors to process color (CMYK). Convert all RGB and INDEX color images to CMYK.
- 2 color ads - must be correctly color split into spot colors Black and PMS 293 C. Two color ads that do not correctly separate may be delayed.
- All placed images should be JPG, TIFF, PSD or EPS, minimum 300 DPI at size.
- Grayscale or 24 bit color images must be scanned at minimum 300 DPI.
- Line-art files should be scanned at 800-1200 DPI at size being used.

Hard Copy:

- Advertiser must supply final updated laser print or color copy at 100% size. If the file is transmitted electronically, fax the ad and also supply a PDF from which a laser print or color copy can be produced.

Layout and Size:

- Create documents to final ad size as follows:
- Full page ad: 8.5"x11" using a bleed of minimum 1/8" in the document. Maintain all live matter of importance at minimum of 1/4" from the trim. Half page vertical ad: 3.625" x 9.25"
- Half page horizontal ad: 7.5"x 4.75" Quarter page ad: 3.625"x 4.75"
- Use application to assist in gathering elements, such as "Package" from Adobe Indesign or "Collect for output" from Quark.
- Supply all extensions being used in Indesign or Quark.
- Avoid using reverse serif type of less than 8pt.
- [Preparing a High Resolution PDF:](#)
- Files must be prepared using high resolution images (300 dpi or larger at size) in CMYK form.
- Pages must include bleed and crop marks if necessary.
- Ensure that crop marks are outside the image area.
- Create the PDF using the standard "Press Quality" settings in Acrobat Distiller.

Please mail disk to: Michael Hasson

c/o Maddy's Print Shop, 10004 N.W. 53rd Street, Sunrise, FL 33351, U.S.A.

Fred Zander, Publisher

12/7/06