

ASBC Advertising Mechanical Requirements and Deadlines

All artwork files and URL link(s) should be sent to Rhonda Wilkie at rwilkie@scisoc.org.

ASBC BUZZ E-NEWSLETTER DIGITAL AD

Ad Size: 160 pixels wide × 200 pixels tall (vertical)

Format: jpg, png, or gif (non-animated)

Ad Close Date: Third Tuesday of each month

Ad Material Due Date: Third Tuesday of each month

E-mail Date: Approximately fourth Tuesday of each month

Ad Material Due Date (November and December): Second Tuesday of each month

Ad Email Date (November and December): Third Tuesday of each month

ASBC HOMEPAGE DIGITAL AD (online homepage)

Ad Size: 160 pixels wide × 200 pixels tall (vertical)

Format: jpg, png, or gif (non-animated)

BREWING SUMMIT 2018 PROGRAM BOOK ADVERTISING (4-color only)

PRINT

Ad Sizes:

	Width	Height
Full-Page	7"	10"
Full-Page Bleed*	8-3/4"	11-1/4"
Half-Page Vertical	3-3/8"	10"
Half-Page Horizontal	7"	4-7/8"

Ad Specifications:

- Trim size 8-1/2" wide × 11" tall
 - *Bleed art must measure 8-3/4" wide × 11-1/4" tall
- Keep live matter 1/4" from trim edges
- eps, tif, PDF files accepted

Resolution: 300 dpi

Format: eps or tif; press-ready PDF preferred; composite PDF v1.3; if possible conform to PDF/X-1a

Materials Due Date: June 5, 2018

- Color ads must be set up as CMYK (including all graphics)
- A hard copy of the file must be provided
- Files must be set up to 100% of output size, allowing .125" bleed for bleed ads
- Media files provided in other programs, or any other work required to complete the ad, will be subject to additional charges

Printing Process: Offset

Paper Stock: Matte

ASBC ADVERTISING POLICIES

All ads and "sponsor by" logos are to be prepaid before any type of publication. Any advertising agency or third-party booking space reservations on behalf of a client, must be current in their payment status. If they are not current, ASBC reserves the right to contact the client to inform them of the delinquent payment status and the potential consequences for both the ad agency and the client. Production changes or services are billed at \$100 minimum. Cancellations must be made by the space reservation closing date, otherwise no refund will be made. All advertising orders are accepted subject to the terms and provisions of the current editorial calendar. Advertiser and/or advertising agency assumes all liability for content (including, but not limited to, text, illustration, representation, trademarks, labels, or other copyrighted matter) of advertisements printed or the unauthorized use of any person's name or photograph arising from the publisher's reproduction and publishing of such advertisements pursuant to the advertiser's or agency's order. ASBC reserves the right to discontinue, omit, or reject any advertising or any part thereof. This right shall not be deemed to have been waived by acceptance or actual use of any advertising matter. All advertising is subject to ASBC's approval. ASBC reserves the right to reject advertising that is not in keeping with ASBC's standards. ASBC reserves the right to place the word "Advertisement" with copy that, in ASBC's opinion, resembles editorial matter. ASBC is not liable for delays in delivery and/or non-delivery in the event of acts of God, action by any government or quasi-governmental entity, fire, flood, insurrection, riot, explosion, embargo, strikes (whether legal or illegal), labor or material shortage, transportation interruption of any kind, work slowdown, or any condition beyond the control of ASBC affecting production or delivery in any manner.