



LabAutomation 2011

Where Science, Technology and Industry Come Together

Final Program Advertising

Bleeds:

Bleed Full Page (width x height)

Trim Size: 8-3/8 x 10-7/8

Live Area: 7-3/8 x 9-7/8 (1/2-inch on all sides)

Bleed: 8-5/8 x 11-1/8 (1/8-inch on all sides)

Non-Bleeds:

Non-Bleed Full Page (width x height)

Live Area: 7-3/8 x 9-7/8

Non-Bleed Half Page (width x height)

Live Area: 7-3/8 x 3-1/4

Mechanical Specifications:

- Acceptable digital file formats: PDF (Press-Ready PDFs are the preferred format), TIFF or EPS files with pictures/art and fonts embedded
- Bleed ads should have 1/8-inch bleed on all sides and crop marks should be offset by 12pts
- All pictures should be at least 300 dpi at printed size for CMYK and grayscale; 600 dpi for line art
- For black and white/grayscale ads submit artwork as grayscale (note CMYK). We will not be responsible for reproduction quality if we need to alter your ad for black and white reproduction.
- Web printing
- Perfect binding

Electronic File Specifications:

- Press-Ready PDFs are the preferred format for files and submitted as electronic files. The PDF needs to be optimized for printing on Press (include all fonts, images converted to CMYK, minimal to no image compression [JPEG quality HIGH or MAXIMUM], 300 dpi for images).
- For black and white/grayscale ads submit artwork as grayscale (note CMYK). We will not be responsible for reproduction quality if we need to alter your ad for black and white reproduction.

Conditions:

- All advertising artwork must be camera-ready or submitted electronically
- SLAS is not liable for accurate reproduction of color ads for the inside front cover, inside back cover and back cover submitted electronically where no match print proof is provided

Deadline and Closing Dates:

- Insertion Order due: Friday, November 12, 2010
- Final electronic artwork due: Friday, December 3, 2010

When Submitting Artwork:

- Include name of exhibitor
- Indicate ad is for inclusion in the LabAutomation2011 Final Program

Send Artwork To:

Sponsor Ads:

Leona Caffey—SLAS Production Manager
One Trans Am Plaza Drive, Suite 300
Oakbrook Terrace, IL 60181
630.802.6815
lcaffey@slas.org

Media Partner Ads:

Julie Washburn—SLAS Manager, Marketing & Communications
One Trans Am Plaza Drive, Suite 300
Oakbrook Terrace, IL 60181
630.305.0003 x324
jwashburn@slas.org

Premier
Sponsor:



Agilent Technologies