

2018 PRINT AD GUIDELINES

!!!! Please Read Carefully!!!!

All ad copy must be done in the size and format specified on this form for each publication. Submit **SEPARATE** ad copy for the *MathAMATYC Educator* and for the Conference Program. **An additional fee will be charged if guidelines are not met!** Ads for the AMATYC Journal may be in color. Ads for the Conference Program may be in color for the inside front and back covers only for an additional fee. All other ads are in black and white only.

The AMATYC Journal - *MathAMATYC Educator*

1. Full-page ad – Finished page size is 8 1/4 inches x 10 3/4 inches.
Half-page ad – Finished page size is 8 1/4 inches x 5 1/8 inches.
Printing is a four color web press and stapled.
2. Maximum ad size: full page ad is 8 1/4 inches x 10 3/4 inches and half page ad is 7 1/4 inches x 4 3/4 inches. Smaller ads can also be submitted. Two page ads can be submitted together as one image.
3. Digital files are acceptable in PDF files (preferred) or high resolution jpeg files. Other types of files will NOT be accepted. Any scanned images (photos, graphics, logos, etc.) need to be scanned at a resolution of at least 240 dpi. Ads can be supplied by email, or on zip disk, or CD. **Please provide a laser proof along with digital files.**

The AMATYC Conference Program

1. Full-page ad – Finished page size is 8 1/2 inches x 11 inches.
Half-page ad – Finished page size is 8 1/2 inches (w) x 5 1/2 inches (h).
2. Maximum ad size
 - a. Full-page ad
 - i. Bleed dimensions: 8 3/4 inches x 11 1/4 inches and half-page ad is 7 1/2 inches x 4 1/2 inches
 - ii. Non-bleed dimensions: 7 1/2 inches x 10 inches
 - b. Half-page ad (
 - i. Bleed dimensions: 8 3/4 inches (w) x 5 3/4 inches (h)
 - ii. Non-bleed dimensions: 7 1/2 inches (w) x 4 1/2 inches (h)
3. Ads must be single pages only. If you are placing more than a one-page ad, then each ad must be a separate page.
4. **All inside pages:** Digital files are acceptable in grayscale only—**NO COLOR, CMYK or RGB.** Screens and halftones are acceptable. Any scanned grayscale images (photos, graphics, logos, etc.) need to be scanned at a resolution of at least 240 dpi. Please include any placed graphics, photos or fonts or convert the fonts to outlines. Only files using Quark, InDesign, Illustrator and/or Photoshop are accepted. PDF files are acceptable. Any other type of file is NOT accepted. PC and MAC versions of ads are acceptable. Ads can be supplied by email attachment or CD/DVD (formatted ISO 9660 if PC). **Please mail a laser proof along with digital files – no faxes.** **If no laser proof is provided, AMATYC assumes no responsibility for the ad.**

Inside front and back covers: Digital files are acceptable in grayscale and color—**NO RGB.** All other specs remain the as above.

5. Special instructions such as bleeds, placement, etc. should be noted in an email to Christine Shott, cshott@amatyc.org.

All ad questions and ad copies should go to:

Nathalie M. Vega-Rhodes, AMATYC Advertising Chair
Lone Star College – Kingwood
20000 Kingwood Dr.
Kingwood, TX 77339
Phone: (281) 318-4386 Fax: (281) 312-1723
Email: advertising@amatyc.org

If you submit your ad as a digital file and would like it returned, please enclose a self-addressed, stamped envelope or mailer. AMATYC will not be responsible for additional postage required.