



## Advertising Mechanicals

The Controlled Release Society urges that electronic files be supplied only by those experienced in electronic processing of images. Unusable files may result in additional charges.

### Program Guide

**Circulation:** Approximately 1,700

2009 CRS Program Guide advertisers have right of first refusal for one additional year on program guide special ad position, subject to a commitment deadline of February 2, 2009. After the deadline, unrenewed special positions will be opened to general selection on a first-request basis.

#### Ad Sizes

Space	Width	Depth
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"
Quarter-page	3-3/8"	4-3/4"

\* *Bleed art must measure 8-3/4" x 11-1/4". Keep live matter 1/4" from trim size edges.*

#### Trim Size

8-1/2" wide x 11" deep

#### Printing Method

Offset

#### Stock

Printed on 70-lb gloss text; cover on a 100-lb. gloss cover; tabs 80-lb. gloss cover

#### Binding

Perfect-bound

#### Acceptable File Formats

**Medium:** CD **Platform:** MacIntosh

**Software:** Adobe InDesign CS3, Adobe Illustrator CS,3 Adobe Photoshop CS3, Quark Xpress 6.0 and below

**Format:** eps, tif, or PDFv1.3 (Acrobat 4.0 compatible).

**Resolution:** 4C – 300 dpi, Black and White – 266 dpi

- Four-color ads must be set up as CMYK (including all graphics)
- All fonts and graphics must be included on the disk.
- A hard copy of the file must accompany the disk. For color proofing, a SWOP-quality contact proof should be supplied.
- Files must be set up at 100% of output size, allowing 1/8" bleed for bleed ads.
- Media files provided in other programs, or any other work required to complete the ad, will be subject to production charges.

#### General Information

**Production Services:** Production changes or services are billed at \$100 minimum. Invoice is issued on publication date. **Advertising Material**

**Storage:** Electronic files will be held for one year after print and then discarded unless requested to be returned. **General Policy:** Advertisers and advertising agencies are responsible for all content of advertisements printed, and they also assume responsibility for any claims arising therefrom made against the publisher. The publisher reserves the right to refuse such advertising as they deem inappropriate for the CRS Program Guide or CRS Newsletter.

### CRS Newsletter

**Circulation:** Approximately 1,700

#### Editorial Calendar 2009

Issue	Ad Close Date	Ad Materials Due Date	Mail Date
No. 1	1/12/09	1/16/09	2/16/09
No. 2 ( <i>Preconvention</i> )	3/16/09	3/20/09	4/20/09
No. 3	5/29/09	6/4/09	7/6/09
No. 4 ( <i>Postconvention</i> )	8/10/09	8/14/09	9/15/09
No. 5	10/26/09	10/30/09	12/2/09

#### Ad Sizes

Space	Width	Depth
Full page	7"	10"
Full-page bleed*	8-3/4"	11-1/4"
Half-page horizontal	7"	4-7/8"
Half-page vertical	3-3/8"	10"
Third-page	7"	3"
Quarter-page	3-5/8"	4-3/4"

\* *Bleed art must measure 8-3/4" x 11-1/4". Keep live matter 1/4" from trim size edges.*

#### Trim Size

8-1/2" wide x 11" deep

#### Printing Method

Offset lithography

#### Stock

80-lb. gloss text

#### Binding

Saddle-stitched

#### Acceptable File Formats

**Medium:** CD **Platform:** MacIntosh

**Software:** Adobe InDesign CS3, Adobe Illustrator CS3, Adobe Photoshop CS3, Quark Xpress 6.1 and below

**Format:** eps, tif, or PDFv1.3 (Acrobat 4.0 compatible).

**Resolution:** 300 dpi

- Four-color ads must be set up as CMYK (including all graphics).
- All fonts and graphics must be included on disk.
- A hard copy of the file must accompany the disk. For color proofing, a SWOP-quality contact proof should be supplied.
- Files must be set up to 100% of output size, allowing 1/8" bleed for bleed ads.
- Media files provided in other programs, or any other work required to complete the ad, will be subject to production charges.

**Ad Orders:** Contact Debby Woodard at dwoodard@scisoc.org; +1.651.994.3817

**Materials and Invoicing:** Contact Lisa Anderson at landerson@scisoc.org; +1.651.994.3809

**Send form to:** Controlled Release Society  
Attn: Lisa Anderson, CRS Advertising Sales  
3340 Pilot Knob Road  
St. Paul, MN 55121 U.S.A.  
Facsimile: +1.651.454.0766

#### FOR OFFICE USE ONLY

Accepted for \_\_\_\_\_

By: \_\_\_\_\_ Date: \_\_\_\_\_

Materials: To come \_\_\_\_\_ Received \_\_\_\_\_ Repeat \_\_\_\_\_

Rate: \_\_\_\_\_ Cost per insertion: \$ \_\_\_\_\_