

Ad Size	Non-bleed	Trim	Bleed
Spread	15 x 10 (381x254 mm)	16 x 10 7/8 (406x276 mm)	16 1/4 x 11 1/8 (413x283 mm)
Full page	7 x 10 (178x254 mm)	8 x 10 7/8 (203x276 mm)	8 1/4 x 11 1/8 (210x283 mm)
2/3 vertical	4 5/8 x 10 (117x254 mm)	5 x 10 7/8 (124x276 mm)	5 1/8 x 11 1/8 (130x283 mm)
1/2 island	4 1/2 x 7 1/2 (114x191 mm)	N/A	N/A
1/2 horizontal	7 x 4 7/8 (178x124 mm)	8 x 5 1/4 (203x133 mm)	8 1/4 x 5 3/8 (210x140 mm)
1/2 horizontal spread	14 3/4 x 4 7/8 (375x124 mm)	16 x 5 1/4 (406x133 mm)	16 1/4 x 5 1/8 (413x140 mm)
1/2 vertical	3 3/8 x 10 (86x254 mm)	3 3/4 x 10 7/8 (95x276 mm)	4 x 11 1/8 (102x283 mm)
1/3 vertical	2 1/4 x 10 (57x254 mm)	2 3/4 x 10 7/8 (66x276 mm)	2 7/8 x 11 1/8 (73x283 mm)
1/3 square	4 5/8 x 4 7/8 (117x124 mm)	N/A	N/A
1/4 vertical	3 3/8 x 4 7/8 (86x124 mm)	N/A	N/A
1/6 vertical	2 1/4 x 4 7/8 (57x124 mm)	N/A	N/A
Marketplace			
1/3 horizontal	7 x 3 (177x76 mm)	N/A	N/A
2/9 horizontal	4 5/8 x 3 (117x76 mm)	N/A	N/A
1/9 vertical	2 1/4 x 3 (57x76 mm)	N/A	N/A

Note: PCD&F is a saddle-stitched publication. Keep type and vital matter 1/4" from trim on all sides. Allow 1/8" trim at top, bottom, face and gutter. All measurements in inches unless noted.

Issuance and Deadlines. PRINTED CIRCUIT DESIGN & FAB is published the first week of each month. Frequency Discounts and Policies. To qualify for multiple insertion discounts, the advertiser must fulfill contract schedules within 12 months of initial insertion. If the contract is not completed within that time period, the advertiser will be billed for the rate differential of actual insertions against the insertions contracted for.

Combined Frequency Discount. Insertions in PRINTED CIRCUIT DESIGN & FAB may be combined with insertions in CIRCUITS ASSEMBLY to earn the best frequency discount within a 12-month contract year.

Commission and Payment Terms. a. 15% to agencies on space, color and position. Not commissionable: artwork, engravings, printing or reprints. Agency commission of 15% will not be allowed on any bills past 60 days or longer. Advertiser and agency are jointly and severally liable for all charges. b. PRINTED CIRCUIT DESIGN & FAB must receive confirmation on new agency appointments from the advertising account. c. Terms: UP Media Group, Inc. terms of sale are net payable 30 days from the date of invoice. Costs and fees to collect past due balances will be the responsibility of the advertiser and agency. d. Cancellations after insertion order closing date are subject to a 25% cancellation fee of net account.

Publisher's Terms. 1. All orders are subject to acceptance by UP Media Group, Inc. at its headquarters in Smyrna, GA. 2. No conditions other than those set forth in this rate card shall be binding upon UP Media Group, Inc. unless specifically agreed to by UP Media Group, Inc. in writing. 3. Positioning of advertisements is at the sole discretion of UP Media Group, Inc., except where a specific position has been agreed to by UP Media Group, Inc. in writing. 4. Cancellations or changes in advertising by the advertiser or its agency may not be made after the closing date for the publication or product. UP Media Group, Inc. is under no obligation to revise advertising materials not received by the UP Media Group, Inc. production department by the closing date, and such advertisements may not be subject to approval by the advertiser or its agency. 5. UP Media Group, Inc. assumes no liability for any errors or omissions in key numbers appearing in advertisements. 6. UP Media Group, Inc. is not liable for any delays in the production or delivery of the publication or product due to any conditions beyond UP Media Group, Inc.'s control. 7. In consideration of UP Media Group, Inc.'s publishing advertising (or distributing another product) for the advertiser, the advertiser and its agency agree to indemnify and defend UP Media Group, Inc. against any and all claims, losses, liabilities, damages and expenses (including attorneys' fees) arising out of UP Media Group, Inc.'s printing, publishing or distributing such advertising (or another product) and/or arising from third parties' access to advertiser's site and use of advertiser's products and services. 8. In no event shall UP Media Group, Inc. be liable for any consequential, incidental or special damages, nor shall its liability for any act, error or omission, whether or not due to its negligence, exceed the price paid to UP Media Group, Inc. for the publication or distribution of such materials. 9. UP Media Group, Inc. reserves the right to hold the advertiser and its agency jointly and severally liable for all monies that are due and payable to UP Media Group, Inc. 10. Advertising in UP Media Group, Inc.'s online products and services is subject to the terms of the applicable online insertion order. 11. All payments are due within thirty (30) days of the invoice date. Noncommissionable charges, such as production charges, are not subject to an advertising agency commission. Agency commissions are not payable on invoices that are not paid within sixty (60) days of the date of the invoice. Advertiser shall pay a late charge of 1% per month (12% per year) on all invoices not paid within thirty (30) days of the date of such invoices.

Contract and Copy Regulations. PRINTED CIRCUIT DESIGN & FAB policies conform to "Contracts and Copy Regulations" itemized in Standard Rate and Data Service, Business Publication Edition. Advertiser or Agency must notify salesperson in writing as to any revisions of advertisement (i.e., copy changes, show strip-ins, etc.). If salesperson is not notified, the publication is not liable if changes are not made.



Accepted File Types

- We prefer Adobe CS2 Macintosh native applications: InDesign; Illustrator (all text must be converted to outlines); Photoshop (all text layers must be converted to shapes).
- Press-ready PDFs are accepted if created with Acrobat Distiller "Press" job options.
- All other file types must be exported to a press-ready PDF using Acrobat Distiller "Press" job options.

Instructions

- Build pages to trim and extend bleed 1/8 inch beyond page edge.
- Placed art must be EPS or TIFF formats only and must be placed at 100% size.
- TIFF images must be at least 266 dpi.
- All art must be in CMYK mode, unless the client is paying for a spot color.
- Avoid rotation and cropping of images in layout program.
- Use PostScript Type 1 fonts only.
- Menu-styled, Multiple Master and True Type fonts are not accepted.
- Include all screen and printer fonts, including those that are embedded.
- Include all image/art files, including those that are embedded.

Color Proofs

To ensure we match the color expectations of our advertisers, we require a press proof generated from an electronic halftone dot proofing system using the SWOP profile (e.g., DuPont Cromalin, 3M Matchprint, Kodak Approval or Fuji Color Art). Any other type of proof (e.g., color keys, tearsheets, color laser proofs) are not acceptable as four-color proofs, since they may not accurately represent the SWOP process or the desired color match. Printed proofs that do not follow the above guidelines and PDF proofs are acceptable for content verification only. If we do not receive a proof for content, we cannot guarantee proper reproduction of the ad. All proofs for color and/or content verification must be generated from the final file at 100% size.

Production Charges

Changes to ads are subject to additional charges. If an ad is delivered without a proof, we can print a digital SWOP proof for your approval, and the advertiser will be charged for the proof and overnight shipping.

Submitting Materials via Mail

Contact Frances Stewart, fstewart@upmediagroup.com, for mailing instructions.

Submitting Materials via Email

You may email materials (PDF format only, 8 MB or less) to fstewart@upmediagroup.com and khaddox@upmediagroup.com.

Submitting Materials via FTP

When preparing advertising materials to upload to our FTP site, please include the following: 1) your digital ad files; 2) a PDF proof; 3) a list of files included. All the above files must be stuffed into a single .sit (StuffIt) or .zip file. Please name the file this way: CA_YourCompanyName_Month.sit.

WINDOWS. Option 1: Using Internet Explorer, point your Web browser to the following URL: [ftp:// 69.198.10.125](ftp://69.198.10.125)

Username: ftp-up; no password. Drag and drop your .sit or .zip file into the browser window.

Option 2: Using Windows Explorer, under My Documents, paste the IP address <ftp://69.198.10.125> into the "Address" field.

Option 3: Using Firefox, follow the FireFTP instructions below.

MAC. Using Firefox, download the FireFTP application from <http://fireftp.mozdev.org/>. Under Tools > Options > Interface, check "Configure FTP links in Firefox to automatically use FireFTP". Click on the following link: [ftp:// 69.198.10.125](ftp://69.198.10.125) and you will be automatically connected.

IMPORTANT: When you have uploaded your file, you must notify Frances Stewart at fstewart@upmediagroup.com, and Katie Haddox, Art Director, at khaddox@upmediagroup.com. Attach the PDF proof and include the name of the uploaded file.

PRINTED CIRCUIT
DESIGN & FAB