

# 2012 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 AMATYC Journal 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 must be done in black and white only—**NO COLOR**.

## **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 x 5 1/2 inches.
2. Maximum ad size: full page ad is 8 1/2 inches x 11 inches and half page ad is 7 1/2 inches x 4 1/2 inches. Ads must be single pages only. If you are placing a two page ad that is facing, then you must treat them as two separate pages.
3. **Ads with bleeds are acceptable for full-page ads only. Dimensions for bleeds are 8 3/4 inches x 11 1/4 inches.**
4. Digital files are acceptable in Grayscale—**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. Only files using Quark, PageMaker, 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.**
5. Special instructions such as bleeds, placement, etc. should be noted in an email to Louise Olshan.

### **All ad questions and ad copies should go to:**

Louise Olshan, AMATYC Advertising Chair  
County College of Morris  
70 Cookman Ave.  
Ocean Grove, NJ 07756-1115  
Phone: (732) 807-3211  
Fax: (732) 361-3917  
Email: lolshan@ccm.edu

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.