

SEMICON West Show Daily 2022 Specifications

Ad materials due: July 1, 2022

Send ad materials to: kerryh@semiconductordigest.com

Digital materials are required. Hi-res print-ready Acrobat PDFs preferred. Supply all ads with crop marks clearly indicated.

Accepted Native File Formats include (Macintosh platform only) Adobe InDesign, Illustrator, and Photoshop. PC-based files are not accepted. Please convert PC-based files to Illustrator EPS with fonts turned into outlines. Always include all fonts and supporting graphics.

Unacceptable Programs and File Formats: GIF, JPEG or PNG files are not accepted. QuarkXPress, Adobe PageMaker, Corel Draw, Microsoft Publisher, Microsoft Word, PowerPoint, or low quality PDFs are also not accepted.

Bleed Allowance: Full page ads require .125" (3 mm) bleeds ALL SIDES. Incremental ads (1/2 page, 1/4 page and cover strips) do not bleed and must be made to exact size. A 1/2 point keyline is recommended to outline all incremental ads.

Live Area/Safety Margin: Keep all live matter .375" (10 mm) from edge.

Color: CMYK only. RGB files are not accepted.

Graphics: Import images at 100% size and at 300 dpi resolution.

Fonts: Open Type or Postscript Type 1 fonts only. Provide all printer and screen fonts. Do not apply character-level styling in page layout application. Avoid using True Type or DFont fonts.

AD SIZES

Publication Trim Size: 9" x 12" (229 x 305 mm)

Bleed Ads (width x height):

2-pg spread Bleed 18.25" x 12.25" (464 x 311 mm)

Full page Bleed 9.25" x 12.25" (235 x 311 mm)

Non-Bleed Ads (width x height):

Full page 8.25" x 11.25" (210 x 286 mm)

2/3 page 5.5" x 11.25" (140 x 286 mm)

1/2 page horizontal 8.25" x 5.625" (210 x 143 mm)

1/2 page vertical 4.125" x 11.25" (105 x 286 mm)

1/4 page 4.125" x 5.625" (105 x 143 mm)

Front Cover Strip ad

9' x 3" (229 x 76 mm) - trim

9.25" x 3.25" (235 x 82 mm) - bleed

8.25" x 2.5" (210 x 64 mm) - non-bleed

Questions? Contact Kerry Hoffman, kerryh@semiconductordigest.com, 978-580-4205

