

Fonts and Other Important Specifications

Be sure to send all placed images, as well as all fonts used both in the page layout and in placed graphics.

PostScript fonts are highly recommended for proper output. Be sure to include both the screen and printer font components. Avoid *True Type* and multiple master fonts, if possible.

Be sure to use "standard" fonts, if using *QuarkXPress* for the PC. Your ad will be converted on a Macintosh using Mac-equivalent fonts. We have an extensive font library, but will substitute fonts if there is not a match.

To avoid possible font complications, type created with *Adobe Illustrator* or *Macromedia Freehand* should be converted to outline form. Note: This will prevent us from being able to change your copy; so send both versions if you think there will be possible changes to your copy. Do not send unused fonts or images.

Also, double-check all spelling and contents thoroughly. We are not liable for any errors or omissions.

Disk Media

We can accept your electronic files on the following media: CD-R, DVD, CD-RW, Zip (100MB), or floppy disk. If you wish to have your disks returned, please ensure that they are clearly labeled.

E-mailed files must not exceed 2MB total size. We cannot accept files via an FTP site.

Additionally, please include a disk directory and a color proof.

International Ads

Ad material that does not conform to accepted U.S. standard magazine page formats will be "floated" within the page. Any adjustment to international ads, particularly when supplied as "foreign" digital files, will require a minimum handling charge of \$200 for first-time use in *Chip Scale Review*.

All advertisers should include a copy of their insertion order with materials and a color proof.

Reprints

Reprint prices are for four-color process, 70 lb gloss text stock on 8 1/2" x 11" page size. Black-and-white reprints are not available. Dylux (blueline) proofs will be furnished without additional charge. Enco Pressmatch color proofs are available at an additional \$32 per page. Reprints are not agency commissionable, and payment must accompany your order. Please make checks payable to *Chip Scale Review*.

At your request, we will print the cover of the *Chip Scale Review* in which the article appears without additional charge (except for the page-printing charge).

The following typesetting is included on the back page: Reprinted with permission from the ____ issue of *Chip Scale Review*, © Copyright (year), all rights reserved.

Reprint Pricing

Pages	Number of Copies						
	500	1,000	1,500	2,000	2,500	5,000	10,000
1	\$825	\$950	\$1,100	\$1,275	\$1,600	\$1,900	\$2,300
2	1,200	1,500	1,600	1,800	1,900	2,300	2,700
4	1,675	2,000	2,200	2,600	2,900	3,200	4,100
6	2,400	2,900	3,200	3,450	3,800	4,200	4,800
8	2,600	3,100	3,500	3,800	4,400	4,800	6,000

Add 5% to total for UPS ground shipping. Other carriers will be quoted separately.
Add 2% for 80 lb stock.
Add 5% for 100 lb stock.
Files requiring corrective computer time will be billed at \$100.00 per hour.
No sales tax for Indiana residents.
Normal turnaround time is 14 business days after receipt of order.
Rush orders: Five business days, add 25%.

Reprint Finishing

Four pages: One fold to final size.
Six pages: Two parallel folds to final size.
Eight pages and up: Fold, gather, bind and trim to final size.

Terms: Payment in advance of printing.
Shipping: Prices do not include shipping.

Mailing List Rental

The *Chip Scale Review* mailing list may be rented from Edith Roman Associates, Inc. For additional information, contact Mike Murphy at 845-731-2682 for details.

U.S. Advertising Sales Representatives

Northern California, Northwest and East
Kim Newman
Advertising Sales Manager
Chip Scale Review
7291 Coronado Drive, Suite 8
San Jose, CA 95129
Tel: 408-996-7016
Fax: 408-996-7871
ads@ChipScaleReview.com

Midwest

William Facinelli
Facinelli Media Sales
2400 E. Devon Avenue, Suite 380
Des Plaines, IL 60018
Tel: 847-699-6950
Fax: 847-699-8681
billfac@ix.netcom.com

East Coast, Southern California

Liz Richards
Richards & Lord
P.O. Box 7947
Gurnee, IL 60031-7007
Tel: 847-263-5462
Fax: 847-263-5463
lizrichards@att.net

International Advertising Sales Representatives

Austria, Germany, and Switzerland
Sven Anacker
Intermedia Partners GmbH
Deutscher Ring 40
42327 Wuppertal
Germany
Tel: +49-202-27169-11
Fax: +49-202-27169-20
sanacker@intermediapartners.de

Korea

Y. J. Shim
Jin San Scientific Co. Ltd.
3FHWA-Jin Building
13-2 Woo-Myun Dong, Seo-Cho gu
Seoul, Korea 137-140
Tel: +82-2-578-4271
Fax: +82-3-578-4274
yjshim@jinsanco.co.kr

Taiwan

John Shih
PRISCO Ind. Service Corp.
11F-6, No. 170, Sec. 4, Nanjing E. Rd.
Taipei, Taiwan 105, R.O.C.
Tel: +886-2-2578-4148
Fax: +886-2-2578-4595
prisco@globalitmedia.com

All Other International Advertisers

Contact San Jose office
Tel: 408-996-7016
Fax: 408-996-7871
ads@ChipScaleReview.com

Chip Scale

REVIEW

7291 Coronado Drive, Suite 8 • San Jose, CA 95129
Tel: 408-996-7016 • Fax: 408-996-7871
info@ChipScaleReview.com
www.ChipScaleReview.com

Chip Scale

REVIEW

2003 Rate Card and Mechanical Specifications

General Contract and Rate Policy

All advertisements are accepted at the magazine's discretion. Advertiser agrees to indemnify Publisher, his agents and assignees from any claims or expenses arising from the advertiser's unauthorized use of any name, photograph or graphical depiction protected by copyright or trademark.

Advertising that closely emulates editorial matter must carry the disclaimer "Advertisement" centered at the top of each page. Advertisers cannot amend by notation in the advertising insertion order, or elsewhere, the terms under which *Chip Scale Review* accepts advertising. If advertising materials are lost or damaged by the publication, *Chip Scale Review's* sole liability shall be for the replacement of materials, exclusive of incidental and/or consequential damages.

A special "Literature Review" section, featuring brochures, CD-ROMs, etc., appears in designated issues with six ads per page, each measuring 3 1/2" x 3". Net rates are:

1x = \$850 4x = \$750 each 8x = \$650 each

Note: New literature is pubset, noncommissionable and noncancelable. Send two copies of material (brochure, CD-ROM cover, etc.) to be reproduced with a 50-75 word description and company logo on disk, to Kim Newman, *Chip Scale Review*, 7291 Coronado Drive, Suite 8, San Jose, CA 95129. Phone: 408-996-7016, Fax: 408-996-7871. E-mail: ads@ChipScaleReview.com

Advertising Frequency Rates

Rates are based on the total number of insertions of any size used within a contract year, starting with the date of first insertion. The advertiser or its agency must establish the contract year in advance, and in writing, to the Publisher.

Premium Positions (Front cover is not sold.)

Cover 2	\$6,425 (4x), \$6,055 (8x)
Cover 3	\$6,055 (4x), \$5,685 (8x)
Back Cover	\$6,700 (4x), \$6,355 (8x)

Note: Color charges are included in cover positions. (All covers are sold on a noncancellable, 4x or 8x basis only. Rates are gross less 15% agency commission.)

Publisher will attempt to place other ads in requested positions, but such placement is not guaranteed without payment of premium.

Positions carrying premiums include 10% added to b/w rate within the first 10 pages. Left-hand page opposite "Editor's Notes" or "Publisher's Letter" carries a 15% premium on b/w charges. Consult sales representatives for cost of inserts, poly-bagged literature, etc.

Commissions and Credit Policy

A 15% agency commission is paid on the total cost of each ad to recognized advertising and media placement agencies.

This commission will not be allowed if payment for the ad has been received later than the 35th day after the invoice date, which is usually the week the publication is mailed. Overdue accounts will be charged a 1.5% per month (18% per year) finance charge. Payment from advertisers outside the United States is due in U.S. funds by wire transfer.

Credit is extended as a courtesy by the publication. The Publisher reserves the right to suspend credit, require prepayment by any advertiser and/or to request credit reports from credit-granting agencies as a condition of extending credit.

Shipping Instructions

Send negatives, artwork, electronic media, contracts and insertion orders to:

Production Dept.
Chip Scale Review
 7291 Coronado Drive, Suite 8
 San Jose, CA 95129
 Tel 408-996-7016
 Fax: 408-996-7871
 ads@ChipScaleReview.com

Mechanical Requirements

Chip Scale Review is printed with Web offset presses on high-quality Somerset gloss #4 coated stock. The covers are printed sheet fed on 100 lb. Mead UV-coated cover #3 paper. Screen requirements are 120–150 lines/inch (optimum 150 lpi) for either black-and-white or four-color halftones.

Either film or digital input is acceptable. Negatives should be right reading, emulsion side down. Most color-proofing systems, including Rainbow, Cromalin, Color Key and Matchprints, are acceptable and must accompany two-, three- and four-color ads. Registration marks are necessary on all film and digital media. SWOP standards apply. Blueines (Dylux) or laser prints should be included with black-and-white ads.

Materials used in the preparation of ads for printing, such as film and proofs, will be discarded after six months unless advertiser requests their return in writing on the insertion order. Media of obvious value will be returned after the issue has been printed.

Chip Scale Review is printed by Web offset, perfect bound, with a trim size of 8¹/₈" x 10⁷/₈".

Standard Advertising Units

Size	Standard	Bleed
2 Page Spread	15 ¹ / ₂ x 10 ¹ / ₈	16 ¹ / ₂ x 11 ¹ / ₈
1 Page	7 ¹ / ₄ x 10 ¹ / ₄	8 ³ / ₈ x 11 ¹ / ₈
1/2 Page (Island)	4 ¹ / ₂ x 7 ¹ / ₂	not available
1/2 Page (Horiz.)	7 ¹ / ₈ x 4 ³ / ₄	not available
1/2 Page (Vert.)	3 ³ / ₈ x 10 ¹ / ₈	not available
1/3 Page (Vert.)	4 ¹ / ₂ x 4 ⁷ / ₈	not available
1/4 Page (Vert.)	3 ¹ / ₂ x 4 ⁷ / ₈	not available

Trim size is 8¹/₈" x 10⁷/₈".

For bleed ads, keep live matter at least 1/4 inch from all sides, including gutter.

Showlines (Snipes)

Advertiser must supply showlines as an integral part of the ad or submit a request on the insertion order at least 30 days prior to closing date. Special fonts or colors are not available for publication-set showlines. *Chip Scale Review* does not assume liability for omissions or incorrect placement of showlines and cannot guarantee that the issue for which the showline has been placed will be distributed at a specific event.

Requirements for Electronic Input

Chip Scale Review welcomes your materials in electronic format, provided they meet some basic requirements. The following general tips and guidelines will help you in preparing your files.

Acceptable media include CD-R, CD-RW, floppy disks and Zip disks. Ads should be supplied as either *QuarkXPress* 3.x or 4.0 or *Illustrator* EPS Macintosh files. *Adobe PageMaker* files are not acceptable. All colors should be supplied as CMYK. Include all fonts and support files, including fonts used in any placed files. All images must have proper resolution, 300 dpi at 100% preferred. A color copy of the ad must be included for reference.

Size

Full pages should be 8¹/₈" x 10⁷/₈" (8.125" x 10.875"), which is the trim size. Any bleeds should extend 1/4" beyond the trim size. Crucial elements, such as text, should be set at least 1/4" in from the trim size to allow for trimming tolerances. Fractional ad sizes are provided elsewhere.

Send a color or black-and-white laser proof of the final document at actual size so that we can check the flow and other elements.

Images

Color images must be in CMYK color at a resolution of at least 300 dpi, at reproduction size. Images with less than 300 dpi resolution may appear pixellated when printed. Note: images created in *Adobe Illustrator* or *Macromedia Freehand* are vector images and are not resolution-dependent. Black-and-white line art (bitmap) images should be at least 800 dpi.

Images should be supplied in TIFF or EPS file formats. For example, RGB color JPEG files should be converted and saved as CMYK color TIFF or EPS files.

Advertising Rates

Rate Card #7, Effective October 1, 2002

Four-Color Rates	1x	3x	6x	9x	12x	16x
2 page spread	\$8,610	\$8,085	\$7,665	\$7,455	\$7,350	\$7,140
1 page	4,500	4,200	4,000	3,940	3,800	3,760
1/2 page island	3,550	3,255	3,045	2,940	2,835	2,730
1/2 page horizontal or vertical	2,980	2,835	2,625	2,520	2,415	2,310
1/3 page vertical	2,376	2,245	2,064	1,995	1,910	1,815
1/4 page vertical	2,075	1,950	1,785	1,735	1,660	1,575
Two-Color Rates						
2 page spread	\$7,980	\$7,569	\$7,140	\$7,000	\$6,800	\$6,700
1 page	4,160	3,900	3,700	3,600	3,400	3,300
1/2 page island	3,230	3,045	2,840	2,730	2,650	2,600
1/2 page horizontal or vertical	2,560	2,520	2,310	2,200	2,100	2,050
1/3 page vertical	2,175	2,055	1,875	1,815	1,725	1,700
1/4 page vertical	1,890	1,785	1,630	1,580	1,500	1,479
Black-and-White Rates						
2 page spread	\$7,770	\$7,460	\$7,040	\$6,800	\$6,600	\$6,400
1 page	4,050	3,780	3,570	3,460	3,360	3,260
1/2 page island	3,125	2,940	2,730	2,630	2,570	2,520
1/2 page horizontal or vertical	2,550	2,520	2,310	2,200	2,100	2,150
1/3 page vertical	2,125	1,930	1,760	1,725	1,610	1,565
1/4 page vertical	1,850	1,680	1,570	1,500	1,400	1,360

Note: Rates are subject to change without notice for non-contract advertisers. When less space than contracted for is used within a one-year period from the first insertion, advertisers may be short-rated. Advertisers who use more space than contracted for will receive a rebate at the end of the contract year. Neither advertisers nor their agents may amend our rates or terms without permission in writing from the Publisher.