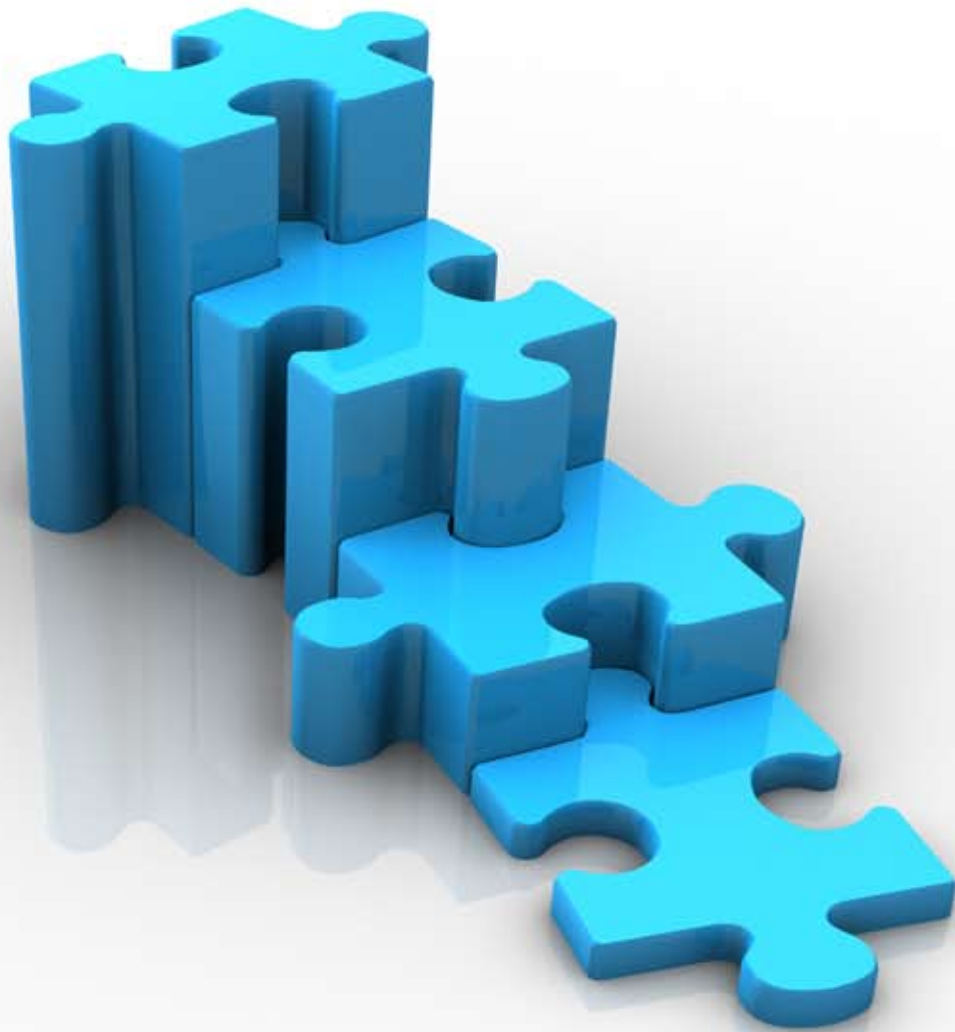


# **C**ONTROLLED **E**nvironments<sup>®</sup> MAGAZINE

CONTAMINATION CONTROL FOR LIFE SCIENCES AND MICROELECTRONICS

## **2010 MEDIA KIT**



**[www.cemag.us](http://www.cemag.us)**



# The Multimedia Strategy

*Controlled Environments Magazine*® has provided its audience with the most current and accurate information available on technologies, products, industry trends, and solutions. *Controlled Environments Magazine* has proven to be the industry leader in providing our advertisers the best opportunities to reach key decision makers. In short, our mission is to make it easy for our audience to stay informed on what's worth knowing, while providing your company with the most effective advertising strategies.

By using a combination of print, website, e-mail, and other custom options, *Controlled Environments Magazine* offers the best outlets for advertising your company's products and services. Our Multimedia Strategy allows you to choose one or a combination of several advertising options to best reach your target market!

## **Advertising Opportunities:**

### ***Controlled Environments Magazine***

Reach a circulation of 20,000 cleanroom and contamination control professionals

**Page 4**

### **Digital Edition**

Controlled Environments' version of value-added, *with trackable results!* Free to existing advertisers—with additional opportunities available!

**Page 6**

### **Buyer's Guide**

Add your company to our FREE online directory for year-round reference. Purchase a premium listing for maximum exposure!

**Page 10**

### **cemag.us**

Offers multiple website advertising positions to choose from!

**Page 8**

### **Weekly E-Newsletter**

A variety of advertising options available in an e-mail push!

**Page 7**

### **Webinar Sponsorship**

The key to high-quality lead generation! Choose a price point to fit your budget.

**Page 9**

### **List Rental**

Advertise directly to the subscribers of your choice.

**Page 11**



## The People You Want to Reach

Our subscribers = your top prospects

With every issue, *Controlled Environments Magazine*® puts your advertising message in front of an influential industry audience.

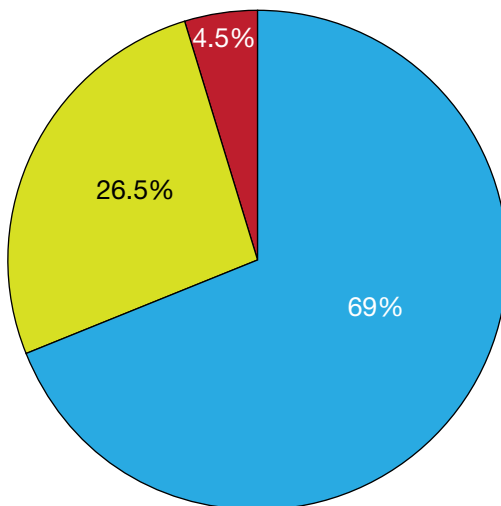
Our subscribers — your top prospects — are responsible for preventing, detecting, and controlling contamination in the clean manufacturing production process. What's more, our subscription qualification process ensures that we identify subscribers who buy, specify, or recommend the purchase of clean manufacturing process equipment, products, and services.

To learn more about why *Controlled Environments* subscribers are the key professionals you want to target, contact your sales representative today.

**20,000**  
circulation

**99.5%**

of subscribers surveyed say  
*Controlled Environments Magazine* is a useful resource for information



**Controlled Environments focuses on Life Sciences and Microelectronics markets.**

- Life Sciences = 69%
- Microelectronics = 26.5%
- Other = 4.5%

INDUSTRY	Engineer	Design/ Build / Consultant	QC/QA	Management	Other
Life Sciences	7,198	1,952	2,089	2,043	210
Microelectronics	3,076	760	286	1,133	79
Other	332	179	48	254	69
<b>TOTAL</b>	<b>10,606</b>	<b>2,891</b>	<b>2,423</b>	<b>3,430</b>	<b>358</b>

\*Source: October 2009 Circulation Data



# Editorial Calendar

Controlled Environments Magazine® provides the most current information to contamination control professionals working in Life Sciences, Microelectronics, and other advanced applications.

Controlled Environments Magazine covers everything from pure materials through protective packaging, from state-of-the-art facility construction through day-to-day cleaning and control challenges affecting quality and yield. Every month, Controlled Environments Magazine provides its advertisers with an opportunity to reach this captive and influential group of decision makers.

Issue	Press Release Deadline	Editorial Topics	Product Focus Topics	Bonus Distribution*
January 2010	November 16, 2009	Isolation Technology	Cleaning Supplies	
February 2010	December 15, 2009	Facility Monitoring	Cleanroom Equipment	
March 2010 <b>BUYER'S GUIDE</b>	January 15, 2010	Modular Cleanrooms	Benches Storage, Furniture	INTERPHEX Puerto Rico, INTERPHEX New York, PDA Annual Meeting
April 2010	February 15, 2010	Microenvironments	INTERPHEX Showcase	INTERPHEX New York
May 2010	March 15, 2010	Cleanroom Energy Efficiency	Particle Counting	ESTECH, Process Cleaning Expo
June 2010	April 15, 2010	Facility Design	Cleanroom Apparel	
July/August 2010	May 17, 2010	AMC Control	SEMICON West Showcase	SEMICON West, American Glovebox Society
September 2010	July 15, 2010	Standards/Regulatory Process	Cleanroom Supplies/Gloves	DISKCON, PDA/FDA Joint Regulatory Meeting
October 2010	August 16, 2010	Human Contamination	Cleanroom Equipment ISPE Showcase	ISPE Boston, EOS/ESD, IEST Fall Conference
November 2010	September 15, 2010	HVAC Systems	Glovebox/Isolators	
December 2010	October 15, 2010	Cleanroom Cleaning	Water/Chemicals/Gases	

\* Bonus distribution subject to changes and additions

## Expert Columns

### In Every Issue

- **Contamination Control In and Out of the Cleanroom:**

Ed and Barbara Kanegsberg cover topics on critical and precision cleaning, surface preparation, and contamination control.

- **C4: Critical Cleaning for Contamination Control:**

John Durkee, Ph.D., P.E. speaks out on the real meaning of critical cleaning.

### Quarterly columns

- **Nanotech Facilities:** Ahmad Soueid, AIA, LEED® AP offers expertise on nanotech facility design and requirements.

- **Regulatory Forum:** Bikash Chaterjee covers topics relating to facilities and strategic planning.
- **Ask Jan:** Jan Eudy discusses cleanroom garments and protocols.

### Also Appearing

- **Product Showcase:** Special sections spotlighting the many products and services offered by companies exhibiting at some of the largest industry tradeshows.
- **Product News:** Photos and descriptions of the latest contamination control products and services available.
- **Industry Calendar:** Lists upcoming tradeshows, seminars, and other events.

The editors of Controlled Environments Magazine® want to help you promote your company and products for *FREE*.

### Press Release Submission Guidelines

Please send your product, news, literature, and event announcements electronically to:  
editors@cemag.us

**Text:** Attach as MS Word (.doc or .txt) files.

Images: Attach as .tif, .eps, or .jpg files.

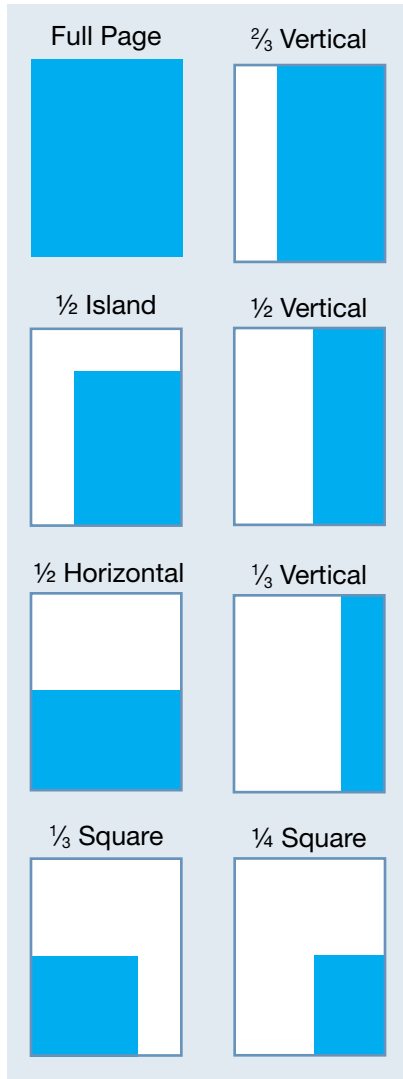
### e-Newsletter/Website Content Submissions

Article queries can be sent to: editors@cemag.us for more information.

## Print Advertising Rates

Reach the people who specify, influence, recommend, or buy products or services.

Publication trim size: 8" x 10 3/4"



### 2010 General Display Advertising Rates

Charges are per insertion and reflect U.S. currency rates. 15% agency commission applicable.

4-COLOR	1X	3X	6X	9X	12X
Full Page	\$7,090	\$6,285	\$6,055	\$5,800	\$5,545
2/3 Page Vertical	\$6,100	\$5,415	\$5,200	\$5,080	\$4,910
1/2 Page Island	\$5,170	\$4,610	\$4,440	\$4,275	\$4,105
1/2 Page Horizontal	\$4,645	\$4,035	\$3,990	\$3,825	\$3,655
1/2 Page Vertical	\$4,645	\$4,035	\$3,990	\$3,825	\$3,655
1/3 Page Square	\$3,285	\$2,890	\$2,720	\$2,545	\$2,380
1/3 Page Vertical	\$3,285	\$2,890	\$2,720	\$2,545	\$2,380
1/4 Page Square	\$3,015	\$2,730	\$2,565	\$2,400	\$2,235
B&W	1X	3X	6X	9X	12X
Full Page	\$6,195	\$5,390	\$5,160	\$4,905	\$4,645
2/3 Page Vertical	\$5,200	\$4,520	\$4,345	\$4,180	\$4,015
1/2 Page Island	\$4,275	\$3,715	\$3,540	\$3,385	\$3,210
1/2 Page Horizontal	\$3,750	\$3,265	\$3,100	\$2,920	\$2,755
1/2 Page Vertical	\$3,750	\$3,265	\$3,100	\$2,920	\$2,755
1/3 Page Square	\$2,390	\$1,995	\$1,820	\$1,650	\$1,485
1/3 Page Vertical	\$2,390	\$1,995	\$1,820	\$1,650	\$1,485
1/4 Page Square	\$2,120	\$1,840	\$1,670	\$1,510	\$1,340
PREMIUM POSITIONS	1X	3X	6X	9X	12X
Cover 2 or Page 3	\$8,150	\$7,225	\$6,960	\$6,670	\$6,375
Cover 3 or Page 5	\$7,795	\$6,910	\$6,655	\$6,375	\$6,105
Cover 4	\$8,500	\$7,545	\$7,260	\$6,960	\$6,655

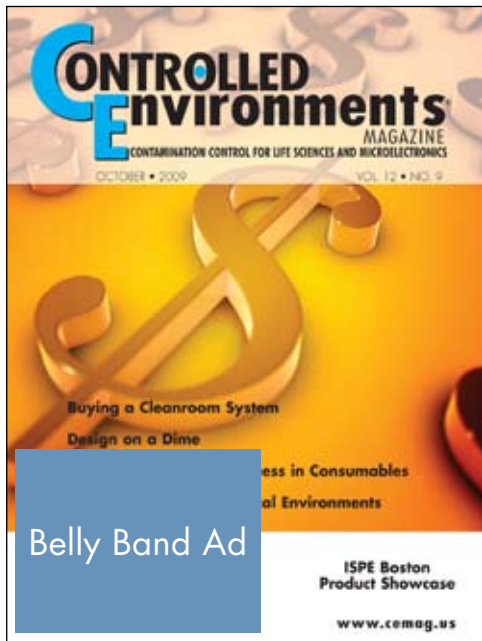
SPACE	WIDTH	DEPTH	(MM w x d)
Full page (bleed)	8 1/4"	11"	(209.55 mm x 279.4 mm)
Full page (trim)	8"	10 3/4"	(203.2 mm x 273.05 mm)
Full page (live image area)	7"	10"	(177.8 mm x 254 mm)
2/3 page	4 1/2"	9 3/4"	(114.3 mm x 247.65 mm)
1/2 page island	4 1/2"	7 3/8"	(114.3 mm x 187.325 mm)
1/2 page vertical	3 3/8"	9 3/4"	(85.725 mm x 247.65 mm)
1/2 page horizontal	7"	4 7/8"	(177.8 mm x 123.825 mm)
1/3 page vertical	2 1/4"	9 3/4"	(57.15 mm x 247.65 mm)
1/3 page square	4 1/2"	4 7/8"	(114.3 mm x 123.825 mm)
1/4 page square	3 1/8"	4 7/8"	(79.375 mm x 123.825 mm)

**Contact us today!** Patrick Murphy  
 CEO/Publisher  
 603-672-9997 x106  
 pmurphy@cemag.us

Luann Kulbashian  
 Sales Director  
 603-249-9424  
 Kulbashian@cemag.us

## Double Exposure—the *Controlled Environments* Digital Edition

At no extra charge, your print ad is featured in the *Controlled Environments Magazine*® Digital Edition. The *Controlled Environments Magazine*® Digital Edition is an exact replica of the printed magazine with powerful enhancements.



### Key benefits for advertisers include:

- **Double Exposure!** Your print ad is also in the Digital Edition.
- **Belly Band Ads** Subscribers see your ad every time they open or close the Digital Edition.
- **Actionable URLs** Because the Digital Edition contains hyperlinks to all websites and e-mail addresses, subscribers can easily access the information they need.

### 2010 Digital Edition Advertising Rates

AD TYPE	PRICE	SIZE
Belly Band Ad	\$750	400 x 274 pixels

2010 ISSUES	PRESS RELEASE DEADLINE	AD SPACE CLOSE	MATERIALS DUE
January 2010	November 16, 2009	December 1 2009	December 2, 2009
February 2010	December 15, 2009	January 4, 2010	January 5, 2010
March 2010 <b>BUYER'S GUIDE</b>	January 15, 2010	February 2, 2010	February 3, 2010
April 2010	February 15, 2010	March 2, 2010	March 3, 2010
May 2010	March 15, 2010	April 1, 2010	April 2, 2010
June 2010	April 15, 2010	May 3, 2010	May 4, 2010
July/August 2010	May 17, 2010	June 1, 2010	June 2, 2010
September 2010	July 15, 2010	August 2, 2010	August 3, 2010
October 2010	August 16, 2010	September 1, 2010	September 2, 2010
November 2010	September 15, 2010	October 1, 2010	October 4, 2010
December 2010	October 15, 2010	November 1, 2010	November 2, 2010

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 pmurphy@cemag.us

Luann Kulbashian  
 Sales Director  
 603-249-9424  
 Kulbashian@cemag.us

## E-Newsletter Advertising

### ADVERTISING VIA AN E-MAIL PUSH

Advertise in *Controlled Environments* E-Newsletter and **maximize** your exposure. Delivered to thousands of subscribers, *Controlled Environments* E-Newsletters offer a targeted, high-impact advertising channel to *increase traffic to your site*.

### On-Demand Access to Independent, Reliable 3rd Party Statistics

*Controlled Environments* E-Newsletter advertisers receive valuable on-demand access to reliable 3rd party statistics by DoubleClick, a highly-respected advertising host. DoubleClick provides detailed information on those viewing your ad, including geographic data, number of visitors, and number of times your ad was clicked on.

### Exciting Advertising Options

AD TYPE	PRICE	SIZE
Product Focus Ad	\$750	See below
Medium Rectangle A	\$500	300x250 pixels
Medium Rectangle B	\$400	300x250 pixels
Full Banner	\$600	468x60 pixels
PACKAGE	\$750	Medium Rectangle B + Full Banner

No Flash files. Only jpg or gif files. Max file size = 60 Kb. Publisher reserves the right to refuse ads.

### Product Focus

Advertise a product with a photo and brief description. Link our E-Newsletter readers to your website. Maximum # of characters (including spaces) for Product Focus headline is 50 and 330 for the description.

#### January 1st –October 16th, 2009

- 640,715 Delivered
- 118,154 Opens
- 27,958 clicks

# 98%

of those subscribers surveyed say *Controlled Environments E-Newsletter* is a useful resource for information.

### Contact us today!

Patrick Murphy  
CEO/Publisher  
603-672-9997 x106  
pmurphy@cemag.us

Luann Kulbashian  
Sales Director  
603-249-9424  
Kulbashian@cemag.us

The screenshot shows the layout of the *Controlled Environments* E-Newsletter. At the top, it says "CONTROLLED environments E-Newsletter" and "April 23, 2009". Below the header, there are several ad placement options highlighted with blue boxes and text:

- Full Banner 468x60 pixels**: Located at the top of the main content area.
- Medium Rectangle A 300x250 pixels**: Located on the right side of the main content area.
- Product Focus Ad**: A section titled "PRODUCT FOCUS" with a "Product Focus Headline - 50 Characters", "330 Character Body Text including spaces", and a "180x180 pixel product shot".
- Medium Rectangle B 300x250 pixels**: Located at the bottom right of the main content area.

At the bottom of the screenshot, there is a "BUYER'S GUIDE" section with the text "Everything you need for your cleanroom" and a "Click here" button. Below this, there is a "SUBSCRIBE TO CONTROLLED ENVIRONMENTS MAGAZINE E-MAIL FEED" section with a small icon and a link.

# 2010 Media Guide

## Website Advertising

Make Web Visibility part of your marketing plan

Independent, Reliable 3rd Party Statistics

Cemag.us advertisers receive valuable on-demand access to reliable 3rd party statistics by DoubleClick, a highly-respected advertising host. DoubleClick provides detailed information on those viewing your ad, including geographic data, number of visitors, number of times your ad was clicked on.

## Impression Pack

Buy 3 ROS (run of site) ads for 30 days!

Impression Pack includes

- Product Focus ad
- 300x250 Medium Rectangle ad
- Leaderboard Ad

Contact Luann Kulbashian for attractive Impression Pack pricing

Max file size = 60 Kb.  
 Publisher reserves the right to refuse ads.

### Leaderboard 728x90 pixels

The screenshot shows the homepage of Controlled Environments magazine. At the top is a navigation bar with links for News, Events, Jobs, Current Issues, Webinars, Advertise, Subscribe, and Log In. Below that is a main content area with several sections:
 

- Feature:** A large article titled 'Modular Cleanrooms for Business Startups and New Product Development' with a photo of a cleanroom.
- Product Focus:** A large blue box on the right side with the text 'Product Focus'.
- Top Stories:** A list of recent articles under categories like Cleanroom Design, Equipment, Consumables, Life Sciences, and Microelectronics.
- In The News:** A list of news items related to the industry.
- Buyer's Guide:** A section with a 'FIND IT!' graphic and a list of product categories.
- Featured Webinar:** A section for 'On Demand Viewing' of a 'Thought Leadership Webinar Series'.
- Current Issue:** A small section for the latest magazine issue.

*From January 1<sup>st</sup> to October 29<sup>th</sup>, 2009*

- 56,000 Impressions—Per MONTH
- 87,000 Pageviews
- 6,200 Unique Visitors

96%

of those subscribers surveyed say **cemag.us** is a useful resource for information.

**Contact us today!** Patrick Murphy  
 CEO/Publisher  
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 pmurphy@cemag.us

Luann Kulbashian  
 Sales Director  
 603-249-9424  
 Kulbashian@cemag.us



## Interactive Thought Leadership Webinar Series

*The key to high-quality lead generation*

Sponsoring a free Webinar positions your company as a leader in your industry segment, enables you to speak directly to your potential customers, and generates qualified leads for your sales and marketing campaigns.

### Engage in Thought Leadership

Share your expertise and vision on key industry issues. Interactive Thought Leadership Webinars help position your company as a subject matter expert on issues important to the *Controlled Environments Magazine*<sup>®</sup> community.

*"The Webinar was well done, smoothly coordinated, and very informative. The questions were easy to raise, and all of mine were answered. Thank you for making this possible. I look forward to participating in any others of this type."*

Harry Rozmiarek, DVM, PhD, DACLAM  
Professor Emeritus, University of Pennsylvania  
Director LAF, Fox Chase Cancer Center  
Chairman, AAALAC Board of Trustees

### 3-Tiered Webinar Pricing

*Pick the plan*

#### ■ Level 1: Webinar Sponsorship—\$3,000\*

Your company logo and sponsorship will be noted in print ads, digital editions, e-mail promotion, e-Newsletters, and on our website. Your company will also receive logo exposure and recognition as a sponsor at the introduction and conclusion of the webinar presentation.

#### ■ Level 2: Webinar Sponsorship with e-Blast—\$4,000\*

Your company receives all the benefits of sponsoring a webinar, and also receives a one-time e-mail blast to full list of registrants.

#### ■ Level 3: Webinar Sponsorship with Guaranteed Leads—\$5,000\*

Your company receives all the benefits of sponsoring a webinar, and also receives up to 250 leads from those who register for the webinar. These are people who have an interest in the topic and work in places that use, or can potentially use, your products and services.

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Sales Director  
603-249-9424  
Kulbashian@cemag.us

\* Additional charges may apply.

\*\* Level 3 sponsorship only.

www.cemag.us

### Increase Your Visibility

Reach key prospects through our print media, digital editions, e-newsletters, online media, and e-mail subscription bases. The timely content and high profile presenters attract qualified leads and targeted prospect potential—a unique visibility opportunity for a reasonable price.

### Simplify Your Webinar Experience

The Interactive Thought Leadership Webinar program is truly a streamlined experience. An expert team will handle every detail:

- Marketing, advertising, promotion
- Registration and management of vital attendee data
- Management of Conferencing Software Platform during the event
- Expert moderator to manage the "live" session
- Post-event procedures providing qualified leads with complete contact information\*\*
- Recorded session posted to the Web for on-demand viewing

# 2010 Media Guide

## BUYER'S GUIDE Premium Microsites

STAND OUT WITH THE ALL-NEW  
ONLINE BUYER'S GUIDE  
THEY FEATURE:

- ▶ Top Priority Placement
- ▶ Your Company Profile
- ▶ Ability to upload your Digitized Catalog
- ▶ Ability to upload your Video
- ▶ Ability to upload your Product Releases
- ▶ Exclusive Leads from the "Request a Quote" feature

A *Controlled Environments* Buyer's Guide Microsite will help you stand out from the crowd with attention-getting catalog and video features. Prospects can view and download your literature and contact you with product questions. All for \$2,000 for an entire year.



2010 PRINT BUYER'S GUIDE  
Ad Closing, February 2<sup>nd</sup>, 2010

### PUT THE INDUSTRY'S #1 ISSUE TO WORK FOR YOU

- ▶ Free boldfacing in each of your product categories
- ▶ Free "see our ad on page" prompt
- ▶ Free yearlong FEATURED VENDOR designation with online Buyer's Guide hotlink
- ▶ Bonus circulation at major tradeshows



## LOGOS

Purchase an online logo  
for \$650  
and get a FREE logo  
in the printed edition.  
To purchase your logo, go to  
[www.cemag.us/cebgl](http://www.cemag.us/cebgl)  
and Add or  
Manage Your Listing.



## List Rental Services

### Rent our Postal or E-mail List

Make your next direct mail or e-mail campaign a success with *Controlled Environments Magazine*®

### Reach our Subscribers

*Controlled Environments Magazine*® subscribers are key decision makers who buy, specify and recommend products and services like yours. Our subscriber titles range from Controlled Environments Consultants, and other Controlled Environments Specialists at the industry's top Life Sciences and Microelectronics companies, a highly responsive list that would complement any marketing strategy.



### Postal List Rentals

Direct mail can be an important tool to ensure the ultimate success of your marketing campaign.

DESCRIPTION	PRICE
<b>Base price*</b>	\$170/CPM
<b>Selection charges (i.e. job title, industry, geo)</b>	\$15/CPM
<b>Formatting and delivery to your mailhouse</b>	\$75 (flat rate)
*Minimum order: 5,000 names	

### E-mail List Rentals

We will send your e-mail for you, in full compliance with current spam laws. All we need from you is the message you want to send. High impact design services are available for an additional charge.

DESCRIPTION	PRICE
<b>Base price*</b>	\$350/CPM
<b>Selection charges (i.e. job title, industry, geo)</b>	\$15/CPM
<b>E-mail blast delivery</b>	\$120 (flat rate)
*Minimum order: 5,000 names	

### For more information, contact:

**List Rental Sales**  
**603-672-9997 x106**  
**viconrental@viconpublishing.com**



# 2010 Media Guide

## ADVERTISING POLICIES

### Cancellations

No cancellations will be accepted after ad close date. Covers cannot be cancelled within six weeks of issue date. The Publisher reserves the right to charge for unused space or repeat the previous advertisement if acceptable material is not received by material due date. Ads cancelled after the space reservation deadline will be billed at 100%.

### Frequency Discounts and Changes

Frequency discounts are available for advertisers wishing to place multiple advertisements. If the advertiser elects to increase their frequency during a contract period, a retroactive frequency discount will be given for all insertions that have been previously invoiced in the contract period. A credit memo will be issued and applied to invoices for the remaining insertions in the contract. No cash refunds will be given. To earn retroactive frequency discount rates, additional advertising must be inserted within one year of the first contracted advertisement. If the advertiser reduces the number of advertisements from the original contracted frequency, a short rate penalty will be charged.

### Credit Terms and Conditions

All invoices are due and payable upon receipt. New customers are required to complete an application for credit and authorize Vicon Publishing, Inc. to contact bank and trade references provided. Prepayment may be required of new advertisers or agencies until credit approval is obtained. Vicon Publishing, Inc. will award a 15% discount to recognized agencies or advertisers providing ad

materials per our production specifications ("Agency Discount" or "Camera Ready Discount"). This discount will be reversed if the invoice is not paid within agreed upon payment terms. Interest will be charged at 1.5% per month for any invoices not paid within 30 days. Collection costs, including attorneys' and collection agency fees, will be charged to the advertiser or its agency. The advertiser and its agency will be held jointly and severally responsible for all monies due. In the event the advertiser or its agency do not respond to collection efforts, Vicon Publishing, Inc. will prepare and submit a form 1099C for any amounts that are written off as bad debt. Unpaid amounts will be reported to the IRS as "cancellation of debt" and are considered taxable income to the advertiser.

### Publisher's Policies

The advertiser and its advertising agency assume liability for advertising content. The advertiser and its advertising agency shall indemnify, defend, and hold harmless Vicon Publishing, Inc. from any responsibility or liability for claims arising from the printing or publishing of advertisements. Vicon Publishing, Inc. reserves the right to set and maintain standards for advertising and to reject or omit advertising that it deems not in keeping with those standards. Vicon Publishing, Inc. cannot be responsible for circumstances beyond its control, including Acts of God, strikes, or civil unrest. The publisher reserves the right to place the word "advertisement" with any ad which, in the publisher's opinion, resembles editorial material. All advertising insertion orders and contracts are subject to approval of the publisher.

## INSERTS, OUTSERTS AND REPRINTS

Quotations available upon request.

### ARTWORK SUBMITTAL REQUIREMENTS

Controlled Environments Magazine® is produced in QuarkXPress on a Macintosh platform. Please follow these guidelines carefully to avoid additional production charges.

### Late Fee

Advertising material received after material due date will be subject to a \$200 late charge.

### Production Charges

Controlled Environments Magazine has complete production capabilities available including ad design, layout, and copyrighting. Advertisers will be billed for production costs at prevailing rates.

We prefer a high-resolution, CMYK, PDF file; which insures that you get your desired outcome in the printed piece. We cannot guarantee the color accuracy of RGB files. All fonts must be embedded in your PDF and Postscript files.

### All Original Files submitted MUST include:

- Program name and version used
- All original graphic, logos, and /or scans. All continuous tone (photos) must be at least 300 dpi. All line art that is not vector, should be at least 1000 dpi for smooth results.
- All fonts used in the document: i.e., printer and screen as well as embedded fonts. **Exception(s):** in Illustrator, fonts should be changed to outline and need not be submitted with the file.
- All color files should be converted to CMYK. For black & white ads, grayscale. We cannot guarantee the color accuracy of RGB files.
- We do not use PMS colors but will consider doing so for an additional charge—to be determined by quote from your sales representative.
- A color proof should accompany all ads. Vicon Publishing, Inc. will not be held responsible if a proof is not provided
- FTP submission instructions are available upon request

### Here are some other timely suggestions:

- If at all possible, visit our printer's website ([www.ovidbell.com](http://www.ovidbell.com)) and go to their prepress page to download their ppd and instructions for creating postscript files for your Quark or InDesign program and also the Adobe Acrobat Distiller setting so that your PDFs are industry standard high resolution.
- Spot or PMS colors should not be used unless you plan to support the extra ink and plate charges.
- The use of System or True Type fonts should be avoided if possible.

For more information or questions, please contact:

Alice Scofield, Ad Traffic Manager  
[ascotfield@cemag.us](mailto:ascotfield@cemag.us)  
Phone: 603-672-9997 x101  
Fax: 603-672-3028

Failure to provide any of the above will result in significant delays in the production process and may incur additional expense.

## CONTACT INFORMATION

### EDITORIAL

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877-394-7350

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