

# 2012 Insertion Order

# Photonics West/BiOS Advertising

Exhibition Preview • Technical Program • Exhibition Guide

## 1 Please provide complete billing information:

My company is an SPIE Corporate Member  No  Yes Corporate ID# \_\_\_\_\_

### Contact:

SPIE Sales  
Attn: Al Ragan or  
Teresa Roles-Meier

Tel: +1 360 676 3290  
Fax: +1 360 647 1445  
spiesales@spie.org  
spie.org/advertising

**Advertising Company** \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ State/Prov./Country \_\_\_\_\_ Zip \_\_\_\_\_

Contact \_\_\_\_\_ Title \_\_\_\_\_

Telephone \_\_\_\_\_ Fax \_\_\_\_\_

Email \_\_\_\_\_  Bill to **Advertising Company** (not Ad Agency)

**Ad Agency** \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ State/Prov./Country \_\_\_\_\_ Zip \_\_\_\_\_

Contact \_\_\_\_\_ Title \_\_\_\_\_

Telephone \_\_\_\_\_ Fax \_\_\_\_\_

Email \_\_\_\_\_ P.O. (if required for billing) \_\_\_\_\_

## 2 Select Advertisement

### Exhibition Preview

*Limited quantity available*

Insertion Order Due 26 September 2011  
Materials Due 3 October 2011

Ad Size (6 x 10 1/2)	Black & White	4-Color
Full Page with bleed		<input type="checkbox"/> \$1,530

### Special Positions (6 x 10 1/2)

Cover 2 - Inside Front	<input type="checkbox"/> \$2,165
Cover 3 - Inside Back	<input type="checkbox"/> \$2,090

*All prices are in US dollars.*

### Technical Program

#### Exhibition Guide

(8 3/8 x 10 3/4 trim)

Insertion Order Due 21 November 2011  
Materials Due 28 November 2011

Ad Size	Black & White	4-Color
Full Page with bleed (8 3/4 x 11)	<input type="checkbox"/> \$965	<input type="checkbox"/> \$2,110
Full Page live area (7 x 10)	<input type="checkbox"/> \$965	<input type="checkbox"/> \$2,110
2/3 Page (4 9/16 x 10)	<input type="checkbox"/> \$735	<input type="checkbox"/> \$1,850
1/2 Page Vertical (3 5/16 x 10)	<input type="checkbox"/> \$650	<input type="checkbox"/> \$1,750
1/2 Page Horizontal (7 x 4 7/8)	<input type="checkbox"/> \$650	<input type="checkbox"/> \$1,750
1/3 Page (2 3/16 x 10)	<input type="checkbox"/> \$480	<input type="checkbox"/> \$1,575
1/4 Page (3 5/16 x 4 7/8)	<input type="checkbox"/> \$385	<input type="checkbox"/> \$1,470

### Special Position (8 3/4 x 11 1/8 bleed, 7x10 live) 4-Color

Cover 2 - Inside Front	<input type="checkbox"/> \$2,835
Cover 3 - Inside Back	<input type="checkbox"/> \$2,730
Cover 4 - Back Cover	<input type="checkbox"/> \$3,215
Page 3	<input type="checkbox"/> \$2,535
Page 5	<input type="checkbox"/> \$2,535
Page 7	<input type="checkbox"/> \$2,535

*Other righthand forward pages available upon request.*

I have advertised with SPIE in the past 12 months and would like to pick up the materials from the following piece:

\_\_\_\_\_

Refer to the back side for policies, mechanical requirements and ad submission information.

## 3 Agreement: By signing, you agree to abide by the policies listed on the back of this form.

Ordered by \_\_\_\_\_ Title \_\_\_\_\_

Authorizing Signature \_\_\_\_\_

[For SPIE internal use only.  
Do not write in box.]

IO# \_\_\_\_\_

Date received: \_\_\_\_\_

\$ \_\_\_\_\_

Materials received: \_\_\_\_\_

Proof received: \_\_\_\_\_

9704



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## Ad Material Submission Guidelines

### Electronic File Requirements

- Ads should be furnished as a high-resolution file (at least 300 dpi) in the jpg, pdf (fonts must be embedded), .eps, or tif formats. All colors in files should be created as CMYK builds.
- Keep essential matter of an ad (text or image) 1/4" from the TRIM.
- PLEASE REMOVE all printer marks including registration and crop marks from your ad file.

### Submitting your ad file:

Ads can be e-mailed: PDF files smaller than 5 MB may be emailed to advertising@spie.org, placed on SPIE FTP Site, or mailed on a CD.

### Use the SPIE FTP Site:

The SPIE FTP site (ftp://ftp.spie.org) is available for use by the general public and SPIE staff for transferring large files (>100KB) using a means other than the Exchange server. Access to the FTP site can be done using any browser that supports FTP or you can use an FTP client application.

Log into the SPIE FTP site with: Username: SPIEFTP. Contact advertising@spie.org for password. This will give WRITE access to the "INCOMING" folder and READ access to all other folders.

Please contact us with any questions you have about ad submissions: advertising@spie.org

## Policies

- Changes or modifications to submitted ad materials may be subject to production charges.
- SPIE does not guarantee reproduction quality for late ads or ads that do not meet the Ad Material Submission Guidelines.
- Ad materials are stored for 12 months, unless other arrangements have been made in writing.
- A hard copy proof must accompany all ads.
- No refunds on ads cancelled after Insertion Order Due dates.
- No guaranteed ad placement other than accepted special cover positions.
- SPIE reserves the right to cancel or reject any advertisement.
- Simulation of the publication's format is not permitted.
- SPIE reserves the right to place the word "advertisement" with copy which, in the publisher's opinion, resembles editorial matter.
- All advertising is subject to publisher's approval and agreement by the advertiser and agency to indemnify and protect the publisher from and against any claims, loss, liability, or expense, including reasonable attorney's fees, arising out of publication of such advertisement.
- Ads received after the Materials Due dates are subject to a 10% surcharge.
- Ads placed in SPIE Event Pieces by non-exhibitors are subject to a 10% surcharge.
- Recognized ad agencies will receive a 15% commission. Commissions given to ad agencies will be forfeited if payment is not received within 60 days of invoice date.
- Account delinquency may affect advertiser's and agency's ability to book space in future issues.
- For accounts with more than one unpaid invoice, all cash received will be paid to oldest invoice first.
- Advertiser and agency agree to pay all collection costs that result from our collection efforts on delinquent balances, including reasonable attorney's fees.

## Liability

The publisher reserves the right to hold the advertiser and advertising agency jointly and severally liable to SPIE for payments due hereunder. The advertiser is at all times liable for payment of all account balances due and all other liabilities and deemed to receive refund payments, adjustments, notices and all other documents when the same are delivered to their advertising agency. Payments by the advertiser to the advertising agency for services does not constitute payment to SPIE. Any language to the contrary in any advertising agency's insertion orders or other documents is void and without effect.

## Billing and Discounts

- Billing and tear sheets will be mailed after the piece has been published. Payment must be made to SPIE within 30 days of invoice date.
- Multiple ad placements per event receive a 10% discount for each additional ad.
- SPIE Corporate Members receive a 15% discount on published rates.

### Important:

Ads must be set up to the correct trim size, bleed, and live matter specifications (see below).

## Mechanical Requirements

### Event Preview Page

Ad Size	Inches	Millimeters
Full Page w/Bleed	6 x 10 1/2	152.4 x 266.7

### Technical Program, and Exhibition Guide Junior Page

Ad Size	Inches	Millimeters
Full Page w/Bleed	8 3/4 x 11 1/8	222 x 283
(Jr.) Full Page	7 x 10	178 x 254
(Jr.) 2/3 Page	4 9/16 x 10	116 x 254
(Jr.) 1/2 Page Vertical	3 5/16 x 10	84 x 254
(Jr.) 1/2 Page Horizontal	7 x 4 7/8	178 x 124
(Jr.) 1/3 Page Vertical	2 3/16 x 10	56 x 254
(Jr.) 1/4 Page	3 5/16 x 4 7/8	84 x 124