

## FULL COLOR ADVERTISING RATES

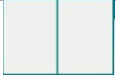

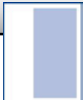
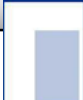






2 - PAGE SPREAD (Bleed or Non-bleed)		
1-2x	3-4x	5-6x
\$7,020	\$6,545	\$6,240
1 - PAGE (Bleed or Non-bleed)		
1-2x	3-4x	5-6x
\$4,900	\$4,550	\$4,200
2/3 - PAGE		
1-2x	3-4x	5-6x
\$3,690	\$3,385	\$3,170
1/2 - PAGE ISLAND, HORIZONTAL or VERTICAL		
1-2x	3-4x	5-6x
\$2,900	\$2,610	\$2,320
1/3 - PAGE ISLAND, HORIZONTAL or VERTICAL		
1-2x	3-4x	5-6x
\$2,250	\$2,025	\$1,800
1/4 PAGE VERTICAL		
1-2x	3-4x	5-6x
\$1,800	\$1,613	\$1,425
COVER POSITIONS (Frequency Discounts Available)		
Inside Front Cover	Inside Back Cover	Outside Back Cover
\$5,800	\$5,100	\$6,800

placements that require special positioning or a guaranteed page or editorial placement are subject to a 10% premium fee in addition to the earn rate. Rates include color and black and white advertisements and are based on the total number of insertions of any size within the contract year. Rates are subject to a 15% advertising agency commission. Agency commission will be disallowed if payment has not been received at the Publisher's office by the 35th day following the invoice date. Ads cancelled after the materials close date will subject the advertiser to a 50% penalty at the Publishers discretion.

#### GENERAL CONTRACT AND RATE POLICY

Advertising is accepted at the Publisher's discretion. The advertising insertion order is an official and legal binding contract between the advertiser and/or agency and *Chip Scale Review* magazine. Neither the advertiser nor agency may end our advertising policies by notation to the insertion order, verbally or through any other document whether it is part of the insertion order or separate.

## ADVERTISING SPECIFICATIONS

2 - PAGE SPREAD (Bleed or Non-bleed)		
	TRIM SIZE 15- 3/4" X 10-7/8"	BLEED SIZE 3/8" beyond all sides See CSR ad template
1 - PAGE		
	TRIM SIZE 7- 7/8" X 10-7/8"	BLEED SIZE 8-1/8" X 11-1/8"
2/3 - PAGE		
	TRIM SIZE 4 1/2" X 10"	BLEED SIZE 5-1/8" X 11-1/8"
1/2 - PAGE ISLAND		
	ADS SIZE 4 1/2" X 7 - 3/8"	BLEED SIZE This type of ad does not bleed
1/2 - PAGE HORIZONTAL		
	TRIM SIZE 7" X 4-7/8"	BLEED SIZE This type of ad does not bleed
1/2 - PAGE VERTICAL		
	TRIM SIZE 3-3/8" X 10"	BLEED SIZE This type of ad does not bleed
1/3 - PAGE HORIZONTAL		
	TRIM SIZE 4 5/8" X 4-7/8"	BLEED SIZE This type of ad does not bleed
1/3 - PAGE VERTICAL		
	TRIM SIZE 2-3/16" X 10"	BLEED SIZE This type of ad does not bleed
1/4 - PAGE VERTICAL		
	TRIM SIZE 3-1/2" X 4-7/8"	BLEED SIZE This type of ad does not bleed
1/6 - PAGE PRODUCT SHOWCASE		
	TRIM SIZE 3-1/2" X 2-13/16"	BLEED SIZE This type of ad does not bleed

#### NOTES ON ISSUE TRIM SIZE

ALL ADS MUST BE SUBMITTED TO CORRECT SIZE (ALL SIZES IN INCHES—CALL FOR OTHER SIZES)  
 Bleed size: 8-1/8 X 11-1/8  
 Trim size: 7-7/8 X 10-7/8  
 Safety: 3/8 from trim on all sides

## MECHANICAL REQUIREMENTS

nted by web offset. **DIGITAL FORMAT ONLY!** No film accepted. ALL files must be submitted with hardcopy proof – CSR cannot be possible for color if hardcopy is not submitted.

**DOFING:** Rotation of colors: Black, cyan, magenta, yellow. Ink ofing: R.O.P. Head to foot; Black & White Head to foot; ck/Color Head to foot; 4-Color Head to foot; Cover Head to foot.

**:DIA:** Macintosh preferred, or PC formatted (if supplied in native mat, publication will reserve the right to match fonts as close as sible): CD-ROM, 100 MB or 250 MB Zip disks

**:DIA LABELING REQUIREMENTS:** Issue Date, Advertiser, ency Name, Contact Person, Phone Number, File Name/Number, : of Contents (required).

**SKTOP FILE FORMATS:** Press optimized PDF preferred (300 dpi) imum, CMYK)/Acrobat 9.0 or higher, accepted application files: obe Illustrator, InDesign, Photoshop, TIFF, or JPEG at 300 dpi imum. PowerPoint, Corel Draw or PageMaker\* files NOT :epted. True type fonts are NOT accepted due to incompatibility. ? reserves the right to substitute fonts if incompatible. Fonts stituted will be as close as possible to original style.

**SKTOP ELEMENT FORMATS: CMYK ONLY**—Images should be no s than 300 dpi at size. Files submitted as RGB will be converted to IYK, CSR cannot be responsible for color if supplied as RGB: TIFF (ages/Scans), EPS (Images/Scans), PostScript Type 1 (Fonts), EPS (capsulated PostScript). True Type Faces Not Accepted due to ompatibility

**FILES:** When submitting files created on a PC platform, please ymit as high resolution PDFs (see above or call Production for info). s is due to type font incompatibility. If files are not submitted in F format, fonts will be substituted at the publications discretion.

**LOR CALIBRATION:** SWOP Standards

**SKTOP INSTRUCTIONS:** Build pages to trim size and extend bleed yond page edge. All elements must be placed at 100% size. did rotation and cropping of images in layout program. Include all its, images/scans, logos/artwork. All images/scans must be in IYK mode. Four-color solids should not exceed SWOP density of 3%. Supply Quark “Collect for Output” or similar reports. NO bedded photos or graphics accepted. Single page image area ould be no more than trim plus bleed.

**PDF INSTRUCTIONS:** Supply single PDFs when supplying multiple ads.

**CONTENT AND POSITION PROOFS:** Supply hard copy proofs that match each supplied digital file. Supply composite printouts with color clearly marked. Proofs must be provided at 100% size.

**NOTE:** Publisher reserves the right to either adjust ad material or return ad material to advertiser for correction when necessary, if not submitted to the proper specifications.

### ADVERTISING CONTACTS

#### North America

Kim Newman  
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knewman@chipschalereview.com

#### International

Lawrence Michaels  
Tel: 1.408.800.9243  
lxm@chipschalereview.com

#### Korea

Young J. Baek , Young Media Inc.  
Tel: +82.2.2273.4819  
Fax: +82.2.2272.4866  
ymedia@chol.com  
ymedia@ymedia.co.kr

#### SHIPPING INSTRUCTIONS (MATERIAL AND INSERTION ORDERS)

For production questions, please call:  
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Tel: 1.408.429.8585  
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