

Questions?

Please direct all questions regarding ad placement and specifications to:

Chris Barnes, Marketing Manager
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Submitting Advertisements

A signed advertising Insertion Order must precede placement of display advertisements. All display advertisements must be submitted as a digital file. (See page 2 for digital specifications and ad submittal methods.) Ad materials must be received by the published Advertising Copy Deadline date.

If press-ready, digital ad material is not received by the published Ad Materials Deadline date, the advertiser's most recent ad of similar size will be repeated. No cancellations or alterations to ad layout will be accepted after the published Ad Reservation Deadline. All Insertion Order revisions should be submitted in writing prior to the Ad Reservation Deadline.

Deadlines for Ad Reservations and Ad Materials

Ad space must be reserved by the Ad Reservations Deadline (approximately one full month prior to the issue month). Press-ready ad material must be received by the Ad Materials Deadline (approximately 10 days after the ad reservation deadline). For a full list of monthly Ad Reservation Deadlines and Ad Materials Deadlines, please visit this [LINK](#).

Mechanical Specifications

Ad Size	Vertical Layout (in inches)	Horizontal Layout (in inches)
Back Cover	Full Bleed: 8.75 x 11.25 Trim Size: 8.50 x 11.00 (Protect Live Area w/.125 on all four edges)	N/A
Interior Full Page – bleed	Full Bleed: 8.75 x 11.25 Trim Size: 8.50 x 11.00 (Protect Live Area w/.125 on all four edges)	N/A
Interior Full Page – no bleed	8.00 x 10.25	N/A
Two-thirds Page	4.975 x 10.00	N/A
Half Page	N/A	7.50 x 5.00
Half Page Island	4.9375 x 7.50	N/A
Half Page Spread – bleed	N/A	17.25 x 5.625
One-third Page	2.3889 x 10.00	N/A
Quarter Page Island	N/A	4.9375 x 5.00
Sixth of a Page	2.3889 x 5.00	4.9375 x 2.50
Vertical Business Card	2.3889 x 3.00	N/A

Bleeds and Crop Marks

Bleed should extend beyond trim by .125 inches. Do not use crop marks for non-bleed ads. Crop marks for full bleed, full-page ads should be at trim size.

Hard Copy Proof Required for Accuracy

To ensure accurate reproduction, display and display classified ad submissions should include a hard copy proof for verification of proper appearance. IIBEC is not be responsible for any inconsistencies in layout or color if not provided with a professional quality proof.

Four-color ads should be accompanied by a professional quality proof (Cromolin, Match or 3M) furnished on publication-grade stock. Ink jet or color laser copies are useful for approximating color, but are not accurate representations of final appearance. Hard copy proofs are necessary for press proofing the appearance of the advertisement. One-color ads do not require color verification. Ink jet, laser or photocopies are acceptable proofs of layout appearance for one-color ads.

Advertisement Digital File Specifications

All materials for display and display classified advertisements must be submitted as digital file and accompanied with insertion documentation. Advertisers are encouraged to also submit a hard copy proof for reproduction accuracy.

Include Insertion Order:

Ad materials should be accompanied by a copy of the insertion order, or other documentation, with indication of the advertiser name and issue of insertion. If submitting ad material via email or FTP, include insertion instructions in Adobe Acrobat or Microsoft Word format. This information will ensure the ad is placed in the correct issue and publication.

Properly Named Digital Files:

Each digital file must be named to include advertiser name and month of publication. Follow this structure for proper digital file naming: *advertiser-publication-month-year.file extension*. Example: roofhuggerinterface0307.pdf

Acceptable Digital File Types

Press ready Adobe Acrobat (.pdf) files, .eps or .tif files with fonts embedded or turned to outlines are preferred formats. RCI also accepts properly collected Quark and InDesign files (Mac and PC).

Image Resolution, CMYK, Gray-scale, and Fonts

All image files should be saved at 300 DPI at 100% of the intended size. Do not use a compression scheme such as .jpg, or .lzw. Save four-color images as CMYK. Do not use RGB or index colors. For black and white ads, save the images as gray-scale (300 DPI). Turn fonts to outlines or embed fonts.

Submit Ad Copy Via One of the Following Methods

1) E-mail: digital files of up to 20MB can be emailed to cbarnes@iibec.org.

Remember to properly name the file with advertiser name and month of publication.

2) Advertiser FTP Upload:

FTP URL: ftp://mail.rci-online.org/Advertiser_Uploads

User Name: advertiser

Password: **IIBEC2019!** (case sensitive, and that is a zero, not the letter "o")

Once you have logged on to <ftp://mail.rci-online.org>, open the *Advertiser Uploads* folder. In that folder you will find individual folders named for issues of *Interface* and other IIBEC publications

Save your ad copy in the appropriately named folder based on publication name and the month your ad is scheduled.

Remember to properly name the file with advertiser name and month of publication.

Contract and Copy Regulations

Advertisement space is reserved on a first-come, first-served basis. IIBEC reserves the right to reject any advertisement that does not conform to the publication's standards. The publisher selects ad placement at will with the exception of covers 2, 3, and 4. If press-ready, scheduled copy is not received by the published copy closing date, the most recent ad of similar size will be repeated. No cancellations will be accepted after the cutoff date for space reservation. Advertisements requiring alterations of any kind, including: type-setting, scanning, layout changes, color conversions, special artwork, composites and/or stripping will be billed to the advertiser at the printer's prevailing rates plus a 10% service charge. Minimum \$50 per process. The publisher is not responsible for any errors made in the Index of Advertisers. IIBEC will not be responsible for any inconsistencies of color if not provided with, in advance of published copy deadlines, a professional quality proof (Cromolin or Match). Whenever an error is made that materially affects the value of the advertisement, a corrected advertisement will be inserted in the next issue on request without additional charge. No refunds will be granted. No reinsertion will be made or allowance given due to color changes that do not lessen the value of the ad. The same rule applies to minor typographical errors. Claims for refund or adjustment on bills must be made by the 15th of the month. No allowances or reruns will be given except following the first wrong insertion. Advertisers and advertising agencies assume liability for all content (including text, representation, and illustrations) of advertisement printed and also assume responsibility for any claims arising from the ad made against the publisher.

Payment Terms

All prices quoted are net. IIBEC does not grant discounts for agency commissions. Invoices will be generated with the publication of each issue, and will include two tear sheets as proof of publication. Invoices are payable upon receipt in U.S. funds. Net 30 days. Publisher reserves the right to hold advertiser and/or agency jointly responsible and liable for money due and payable to the publisher. First time advertisers may be required to provide credit information or pre-payment at the start of their advertising program. All advertisements originating outside the U.S. must be prepaid.

Short-rate and Rebates

Advertisers will be short-rated if, within an 11-month period from the date of the first insertion, they do not use the amount of space upon which their billings have been based. Advertisers will be rebated if, within an 11-month period from the date of the first insertion, they have used sufficient additional space to warrant a lower rate than that at which they have been billed.

Miscellaneous Information

Printing

Offset press

Binding

Saddle stitch

Paper

Cover is 80# coated offset; text is 45# coated

Color

Ads are accepted as either four-color (CMYK) or one-color (black). Pantone spot colors are not available.

Material Storage

Artwork will be stored for 12 months and then destroyed unless the advertiser or agency furnishes specific instructions.

Publishing Schedule

Interface is published eleven times per year (one issue each year is a two-month double issue). *Interface* is distributed the first week of the month of publication.

Circulation Information

Interface is distributed nationally through second-class mail and internationally via first-class mail.

More information:

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