

# Print Mechanical Requirements

## ICOI World News

**Published:** Quarterly

**Publication Size:** 8.125" wide x 10.875" high

**Color:** 4 Color: CMYK

**Circulation:** 17,000 US and Internationally

### DIGITAL FILE CRITERIA

- Only press quality PDF or high-resolution EPS files will be accepted.
- Embed all fonts and images and convert all text to outlines wherever possible.
- All embedded logos and image files should be saved as high-resolution CMYK JPEG, TIFF or EPS files.
- PDF files must contain only 4-color process (CMYK) high-resolution images.
- Convert all RGB images and spot colors to CMYK. Please note that spot colors do not match exactly with their CMYK equivalent.
- Full Page Spreads should be prepared as two individual full pages.

### DIGITAL FILE SUBMISSION

- **For files under 5MB:** E-mail Angela M. Santelli at [icoi@dentalimplants.com](mailto:icoi@dentalimplants.com)
- **For files over 5MB, upload your digital file as follows:** Go to [www.liquiddigital.net](http://www.liquiddigital.net) and click on "Upload Your Files". Send to the following recipients: [ldg@me.com](mailto:ldg@me.com) AND [icoi@dentalimplants.com](mailto:icoi@dentalimplants.com)

For any technical questions, e-mail [susan@liquiddigital.net](mailto:susan@liquiddigital.net)

### SUBMISSION DEADLINES

Issue	Deadline	Mailing Date
Vol. 22, No. 1	January 1, 2013	February 1, 2013
Vol. 22, No. 3	May 1, 2013	June 3, 2013
Vol. 22, No. 4	July 1, 2013	August 2, 2013
Vol. 22, No. 6	November 1, 2013	December 3, 2013

#### Full Page

8.125" x 10.875"

#### Half page

7.125" x 4"

### INSERTION SIZES

#### Full Page

8.125" wide x 10.875" high

- As a safety margin, live matter should be kept to a minimum of .5" inside trimmed edges.
- Add .125" on all sides for bleed.

#### Half Page

7.125" wide x 4" high

A border defining the insertion is recommended.

### RATES

#### Full Page

4 color: \$1,200

(10% discount for repeated insertions - \$1,080 each)

\* Premium Back Cover - \$150 additional

#### Half Page

Complimentary for Platinum and Gold meeting sponsors.

#### 2 Full Page Spread

4 color: \$2,160

\* Includes new product editorial (up to 150 words) at no charge.

# Print Insertion Order



This agreement constitutes a reservation order for publication insertion space, frequency and dates set forth below.  
The undersigned agrees to furnish all materials in accordance with the specified mechanical requirements.

## CONTACT INFORMATION

Company \_\_\_\_\_ Contact Name \_\_\_\_\_  
Address \_\_\_\_\_ Suite \_\_\_\_\_  
City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_  
Telephone \_\_\_\_\_ Fax \_\_\_\_\_  
E-mail \_\_\_\_\_ **Sponsorship Level:**  Platinum  Gold  Silver  None

---

## PUBLICATION SPECIFICATIONS

- Insertion Information:**  **Full Page:** 8.125" wide x 10.875" high - \$1,200  
*10% discount for repeated insertions - \$1,080 each*  
*Premium Back Cover - \$150 additional*
- Half Page:** 7.125" wide x 4" high - (only available to sponsors)  
*Platinum and Gold meeting sponsors - Complimentary*
- 2 Full Page Spread:** 16.25" wide x 10.875" high - \$2,160  
*Digital file should be prepared as 2 separate full pages.*

**Placement Request:**  Back Cover (\$150 additional)  Inside Front Cover  Inside Back Cover  Interior Page

**Publication:** Vol No. \_\_\_\_\_ Issue No. \_\_\_\_\_ **Frequency:**  Single Issue  Multiple Issues: Quantity \_\_\_\_\_

**Materials:**  Pick up from previous issue  New submission **Artwork supplied by:**  E-mail  File Upload

---

## PAYMENT INFORMATION - Please fax to (973) 783-1175

**Total:** \$ \_\_\_\_\_

**Checks:** Please make checks payable to the ICOI in US funds and mail to the address below.

**Credit Cards:** Please complete the following information.

MasterCard  Visa  American Express

Card # \_\_\_\_\_ Exp. Date \_\_\_\_\_ CVV No. \_\_\_\_\_

Authorized by: (please print) \_\_\_\_\_ Signature \_\_\_\_\_