Society for Cinema & Media Studies

ADVERTISING Specification Sheet

2004 Conference Program

The Society for Cinema & Media Studies is Committed to Promoting the Academic Publishing Industry as well as other Publishers, Institutions and Companies which Serve the Media Studies Community

Entering our 45th year, the **Society for Cinema & Media Studies** has served to promote all areas of media studies within universities and two-and four-year colleges; to encourage and reward excellence in scholarship and writing; to facilitate and improve the teaching of media studies as disciplines; to advance multi-cultural awareness and interaction; to serve its members' professional needs and concerns; to strengthen the ties between the academic community and those who interact with it, from the media industry to the government to the public at large; and to promote the preservation of our film, television, and video heritage. The annual **SCMS Conference Program** is an integral part of "spreading the word" to our members of the size and scope of the academic publishing industry as well as other publishers, institutions and companies which serve the media studies community available in the US and abroad.

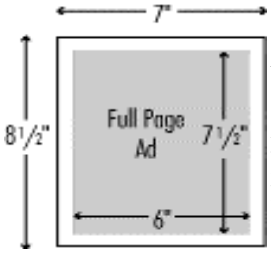
Advertising Specifications

DEADLINE
Contract, payment and ad materials deadline is Monday, December 1, 2003.
No Exceptions!

✔ **Electronic files only**

- ✦ Digital Electronic Ad Specifications for Finished Ads - Quark Xpress 4.1 or less - or - Adobe Acrobat.
- ✦ PC files will ONLY be accepted as Adobe Acrobat PDF.
- ✦ To insure reliable output always "Create Outlines" when using fonts in Illustrator.
- ✦ Finished ads MUST include ALL FONTS and IMAGES (both printer and screen fonts).
- ✦ Images must be in EPS or TIFF formats.
- ✦ Our publication prints at 133 line screen. This means that resolution for artwork need not be more than 266 dpi at 100%.
- ✦ PostScript Type 1 fonts only. NO TrueType fonts (also include ALL fonts that are embedded).
- ✦ All ads are 1 color (black).
- ✦ Proof - ALL ads MUST include a proof/hardcopy. If you e-mail your ad, you MUST still send us a laser proof by mail.
- ✦ Electronic files are accepted on 100 MB Zip disc, CD or via e-mail (e-mail is the preferred method -- please see e-mail instructions below).
- ✦ Sending files by internet e-mail - by using the software program STUFFIT, Macintosh users can send ad material electronically by e-mail:1) STUFF the file, files or folder 2) SAVE the stuffed file as a SELF EXTRACTING ARCHIVE 3) ENCODE the SEA file with "BinHex" 4) ATTACH the BinHexed file to an e-mail and send the e-mail to **leslielemond@sprintmail.com**. PLEASE SPECIFY PRESS/COMPANY/INSTITUTION NAME FOR YOUR AD.

Advertising Dimensions



✔ **Full Page Ad – 6"w x 7.5" h**

Ads not in compliance, either with size or mechanical specifications, will be rejected and correct materials will be requested. Any ads that do not meet the specifications and require additional operator intervention incur additional handling charges. The advertising contract cannot be accepted without full payment. **All ad contracts, payments and ad materials are due to Leslie LeMond, the SCMS Conference Coordinator no later than Monday, December 1, 2003. Any art received past this deadline releases the publisher from advertising art inaccuracies. No guarantees of placement for display advertising.** *The design company, nor SCMS, is not liable or responsible for electronic file errors, ads sent in error or ads sent after December 1, 2003.*

Editorial Policies: The advertiser agrees to pay the total charges for advertising and any fees incurred by SCMS to correct or modify non-conforming materials in order to publish advertiser's materials. SCMS, program design team and publisher are not responsible for any errors in key numbers or any other typesetting in submitted advertising materials. All ads are accepted and published at SCMS's discretion. SCMS reserves the right to reject any advertising, for any reason, which, in the opinion of the editor, does not conform to the editorial, graphic or professional standards of the program. No agreements, oral or written, which conflict with SCMS's policies set forth therein, will be binding on SCMS. All information concerning the SCMS conference program is the sole property of SCMS and any unauthorized use or reproduction of said information is prohibited.

Fax or mail form to: The Society for Cinema & Media Studies, c/o Leslie LeMond • 6505 W. Park, Ste 306 - PMB 205, Plano, Texas 75093 USA

Phone: 972.662.7818 • Fax: 972.662.7878 • E-mail: leslielemond@sprintmail.com

SCMS Taxpayer ID # 04-6138410 • Legal Business Name: The Society for Cinema & Media Studies • Ownership Status: Non-Profit

◆ ***Please make a copy of this contract for your records.*** ◆

Society for Cinema & Media Studies

2004 Conference Program **ADVERTISING** Contract

(Each Advertisement Requires a Separate Contract)

Name on ad: _____

Exactly as you want it to appear in the Advertiser's Index

Contact Name: _____

Current member of SCMS? ❑ Yes ❑ No

Address: _____

Address 2: _____

City / State / Zip: _____

Phone: _____

Fax: _____

E-mail: _____

Please include e-mail address(es) of anyone else at your Institution/Press/Company who should receive information on this year's SCMS conference.

- ✦ Ads are placed in the order in which they are received. Ad contracts will not be accepted unless accompanied by full payment. Please make all checks out to Society for Cinema & Media Studies.
- ✦ **Payment and ad materials are due together in the SCMS Conference Coordinator's office by Mon, December 1, 2003.**
- ✦ There will be NO EXCEPTIONS! Partial (80%) payment will be refunded if order is cancelled before December 1, 2003.
- ✦ **No refunds will be issued after Mon, December 1, 2003. Thank you.**

Advertising Options

SIZE	DIMENSIONS	QUANTITY	PRICE	TOTAL
Full Page	6" x 7 1/2"		$350.00	
Inside Covers	6" x 7 1/2"		$500.00	

(only 2 available – first 2 people to request these BY E-MAIL to leslielemond@sprintmail.com will get them - please wait for confirmation before sending payment)

CONTRACT, PAYMENT & ALL MATERIALS DEADLINE IS MONDAY, DECEMBER 1, 2003. NO EXCEPTIONS.

Payment Information

To pay by CREDIT CARD via PayPal (preferred method of payment), please log on to:
http://www.cinemastudies.org/04conf/ExAd.htm

Please make all CHECKS out to Society for Cinema & Media Studies (in U.S. dollars drawn on a U.S. bank).

Check # _____ Amount of Check _____ Date _____

I am paying with:
(please check one)
Credit Card_____
Check_____

Important Note

Regardless of method of payment, you **MUST** fax or mail this contract back to the conference coordinator (fax number & address below)! No advertising or exhibit space will be considered finalized until this contract is returned. Thank you for your cooperation.

_____ _____

I agree to the terms of this contract (Authorized Signature) *Date*

Editorial Policies: The advertiser agrees to pay the total charges for advertising and any fees incurred by SCMS to correct or modify non-conforming materials in order to publish advertiser's materials. SCMS, program design team and publisher are not responsible for any errors in key numbers or any other typesetting in submitted advertising materials. All ads are accepted and published at SCMS's discretion. SCMS reserves the right to reject any advertising, for any reason, which, in the opinion of the editor, does not conform to the editorial, graphic or professional standards of the program. No agreements, oral or written, which conflict with SCMS's policies set forth therein, will be binding on SCMS. All information concerning the SCMS conference program is the sole property of SCMS and any unauthorized use or reproduction of said information is prohibited.

Fax or mail form to: The Society for Cinema & Media Studies, c/o Leslie LeMond • 6505 W. Park, Ste 306 - PMB 205, Plano, Texas 75093 USA

Phone: 972.662.7818 • Fax: 972.662.7878 • E-mail: leslielemond@sprintmail.com

SCMS Taxpayer ID # 04-6138410 • Legal Business Name: The Society for Cinema & Media Studies • Ownership Status: Non-Profit

◆ ***Please make a copy of this contract for your records.*** ◆