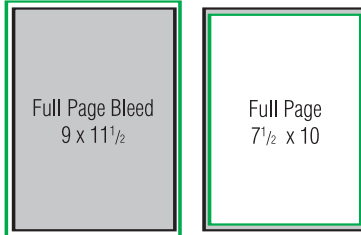




SIOR Membership Directory Mechanical Specifications

Digital Artwork Due March 30, 2007



Standard Page Size	Width	Height
Bleed	9	11 ^{1/2}
Trim	8 ^{1/2}	11
Full Page	7 ^{1/2}	10

Live Copy: Keep live copy a minimum of 1/2 inch from trim size for bleed ads. Bleeds on full-page ads only.

The Publication is 8 1/2" X 11", perfect bound. Rates are based upon full-color ads. All positions are on a first-come, first-served basis. All ads are prepaid by either check or credit card.

Supported Software and Proofs

All electronic ads must be Macintosh OSX compatible and accompanied by an acceptable color proof such as Kodak Approval or CREO Spectrum. Color proofs must meet SWOP standards. SIOR is not responsible for ads sent without acceptable proofs or ads not meeting our electronic submission requirements. A design fee may be incurred for any work SIOR does on behalf of the customer. Advertising materials delivered beyond deadline are subject to additional charges.

Applications

Quark XPress: All linked graphics and Postscript Type I fonts included (we recommend using "Collect for Output"). Removal of multilingual extensions is requested. Files without an acceptable color proof must provide a PDF file.

Adobe Photoshop: EPS, JPEGs and TIFFs accepted. Files must meet a minimum of 300-dpi requirement and be converted to CMYK. Files without an acceptable color proof must provide a PDF file.

Adobe Acrobat (PDF format): All resulting PDFs must be high resolution with the fonts embedded. The best results start with a Postscript file that is distilled in Acrobat Distiller 1.3 (or newer). If your application can generate a PDF, it is still best to review the file in Acrobat or Distiller and "save as" a PDF. Files not meeting these criteria can not be used. Files without an acceptable color proof must provide a PDF file.

Adobe Illustrator: Convert all fonts to Outline. Do not embed images, link them to the document and submit them with native document (refer to graphics guidelines). Freehand must have the fonts outlined and saved as an AI file. Files without an acceptable color proof must provide a PDF file.

Unacceptable Applications

Microsoft Word, Publisher, PowerPoint or any word processing program, InDesign or CT/LW files. PC-based applications are not acceptable (refer to graphics guidelines). SIOR can assist you in creating a design in the correct format. Please contact Michelle Carmichael-Green at 202.449.8222 for rates.

Fonts

Include a copy of ALL fonts used in your files. If EPS images are linked, be sure to include all linked fonts as well. Be sure to include both printer fonts and screen fonts for your files. All fonts must be Postscript Type I or compatible. TrueType and Multi Master format can not be accepted.

Graphics

EPS, JPEG, PDF, and TIFF files are accepted. All images should be 300-dpi and be provided at final size. SIOR will convert all RGB graphics to CMYK (Some colors will change) for print.

Media

Ads may be submitted on CD, DVD, ZIP100 or via e-mail. Please send disks, etc. in hard cases to avoid damage. Reflective art and film (neg. or pos.) not accepted.

Technical and Production Assistance

For technical production questions call 202.449.8222 or e-mail mcarmichael-green@sior.com.

To prevent file corruption, always use Stuffit, Zip, or any Macintosh self-extraction format. Include in the subject line of your e-mail the following tagline indicating: "Name of Advertisement/Publication/Issue Date." SIOR is not responsible for errors in ads submitted via e-mail, and is not responsible for misdirected e-mails.

Send all ad materials to:

THE SOCIETY OF INDUSTRIAL AND OFFICE REALTORS®
Attention: Michelle Carmichael-Green
1201 New York Avenue, NW
Suite 350
Washington, DC 20005-6126

Please send ads smaller than 4 MB to:
mcarmichael-green@sior.com