



**PCI** 2011  
**member**  
**DIRECTORY**

**PROFILE**

The *PCI Member Directory* includes current contact information for all PCI members. The *2011 PCI Member Directory* will be mailed to all PCI members and is a great way to keep your company name in front of your customers.

**2011 CLOSING DATE AND DEADLINES**

Issue	Ad Close Date	Materials Due
2011	Jan. 7, 2011	Jan. 14, 2011

**RATES**

	4-Color	Black & White
Full Page	\$1950	\$950
Half Page	\$1700	\$450

- ◆ No extra charge for bleeds.
- ◆ All color is process. If a particular color must be achieved, please provide the CMYK values for the PMS/spot color.
- ◆ Advertisements will be placed throughout the directory.
- ◆ We attempt to place all full-page color ads on a right-hand page, but we cannot guarantee placement for any non-premium ads.

**RATES FOR PREMIUM POSITIONS**

Full page, 4-color ads only.

Inside Front Cover	\$2650
Back Cover	\$2850
Inside Back Cover	\$2450
Tab Divider	\$2350

**Advertising Contact**

**Kirstin Osgood**, Manager Sales and Member Development  
(312) 360-3206  
kosgood@pci.org



**ELECTRONIC FILE PREPARATION**

**PDF files** — Acrobat 4 (PDF 1.3) files are accepted. PDF files must be created using **Adobe InDesign 2 (or later) or Acrobat Distiller 4 (or later).** DO NOT USE Quark 6 export PDF setting. All PDFs must have crop marks with 1/8 in. bleed, and be high resolution with all fonts and graphics embedded.

**Page files** — **All page files must be provided in MAC format,** Adobe InDesign 2 (or later) or QuarkX-Press 4 (or later) files, including all fonts (screen and printer) and all high-resolution (300 dpi) graphic files.

**Graphic files** — All illustrations, logos, etc. must be provided in Illustrator, Freehand, or Photoshop.

**Photo images** — All high-resolution files must be supplied (100% size at 300 dpi). Files must be **CMYK, EPS files (NO DCS FILES).**

**Fonts** — All screen and printer fonts must be included. Also include all fonts used in any Illustrator or Freehand files, if applicable.

**Proofs** — A laser print **must** be supplied with all media for display ads, while a four-color matchprint-quality proof is strongly preferred.

**Media** — All files must be submitted via the PCI ftp site. Ads will not be accepted via email.

**Return of media** — Materials will be retained by the publisher for one year unless otherwise requested. The publisher is not responsible for keeping material beyond one year and will discard if return is not requested.

Ad Size	Width x Depth (in.)
Full page	8.125 in. by 8.875 in. plus .125 in. bleed.
Half page	8.125 in. by 4.4375 in. plus .125 in. horizontal only bleed

**MECHANICAL REQUIREMENTS**

The *PCI Member Directory* is spiral bound. Final crops will be set at layout; please allow extra bleed to enable minor adjustments on the binding side (5/8 in. is recommended).

**Final trim size** — 8 1/8 in. x 10 7/8 in. Keep all vital content inside the 7 in. x 10 in. live area. Ads must be created at 100%.

**Publisher's protective clause** — Advertisers and their agencies assume liability for all content (including text, representation, and illustrations) of advertisement printed, and assume responsibility for any claims arising therefrom made against the publisher.

**Rate protection** — The publisher may revise rates on 90 days' notice. Advertisers may cancel their orders at the time the change in rates becomes effective without incurring a short rate adjustment, provided the rate has been earned up to the date of cancellation.

**Publisher error** — The publisher's liability for any error will not exceed the cost of printing for the page(s) in question.

**NOTE:** PCI preflights all ads to find problems such as missing fonts, low-resolution photos, or color problems. PCI is not responsible for improperly prepared files. PCI will attempt to notify agency/advertiser if a problem is found with native files or pdfs. **PDF files cannot be altered once received,** so any changes necessary will need to be submitted as a new file. The publisher is not responsible for improperly submitted files, but will request that they be resubmitted. If you have any questions, please call (312) 360-3217 or email pgrigonis@pci.org.

**FTP site**

**Use the PCI ftp site to quickly send your electronic files for advertisements:**  
 Address: <ftp://ftp.pci.org>  
 User Name: advertising  
 Password: advertising

**Mailing Instructions**

**Deliver proofs to:**  
**PCI Publications**  
 Attn: Directory Advertising  
 200 West Adams Street, Suite 2100  
 Chicago, IL 60606-5230  
 (312) 786-0300