



## 2012 IRA Guide to the Stars Advertising Insertion Order

*The Guide to the Stars is the perfect guide for attendees to find their favorite authors on the exhibit floor. New this year - an **exclusive** advertising opportunity – Covers 2, 3 & 4 in a beautiful 4-color display will capture the eyes of attendees instantly. Draw traffic to your booth with a prominent 3 page campaign highlighting which stars and activities will be present in your booth!*

Distribution: April/May 2012 at attendee registration      Circulation: 10,000+

**Exclusive 4-color opportunity! Covers 2, 3 & 4 will be available on a first come basis. Act now to secure this prominent ad placement with an additional bonus of bold print for all your guide entries to ensure they stand out above the rest!**

**RATES:**

**PREMIUM PLACEMENT**

Covers 2, 3 & 4

**4-Color Only**

\$6,500

**Deadline for submission of all artwork:**

**March 16, 2012**

**Signature of Authorized Responsible Party**

No cancellations will be accepted. The publisher reserves the right to accept or reject any advertising at his absolute discretion.

*Please indicate responsible billing party by checking a box below:*

**Corporate contact:**

**Agency Contact:**

Contact Name

Contact Name

Company

Company

Address

Address

City

State/Zip

City

State/Zip

Phone

E-mail

Phone

E-mail

Please send the completed form to the attention of Jane Conway at [jconway@reading.org](mailto:jconway@reading.org) or Fax: 302-341-3227.

# PRODUCTION SPECIFICATIONS FOR IRA PROGRAM BOOK

Deadline for submission of artwork: March 16, 2012

## File Format:

- PDF/X-1a files plus native files required for all ads View specifications at [www.swop.org](http://www.swop.org) or [www.adobe.com](http://www.adobe.com)
- Fonts must be outlined or embedded
- All colors should be converted to CMYK (except black text)
- Crop marks and color bars should be outside printable area (12pt offset)
- Only one ad per PDF document. (Submit spreads as single-page files, indicating righthand page [RHP] and lefthand page [LHP] in file names)

## Document setup:

- Quark Xpress or Adobe InDesign should be used for ad layouts
- Illustrator – outline all fonts, flatten transparencies, embed all elements (no links)

## Color Space:

- All color images and files are to be supplied as CMYK with a Total Area Coverage (TAC) not to exceed 240% for the darkest area of an image
- No rich black Ensure all text and black elements are created as 100% black only

## Submitting ad materials:

- E-mail a press-ready PDF to [jconway@reading.org](mailto:jconway@reading.org)
- Upload a press-ready PDF to IRA's FTP site. For instructions, send an e-mail to [jconway@reading.org](mailto:jconway@reading.org)
- Mail a press-ready PDF on a CD along with a proof to:

International Reading Association  
800 Barksdale Road / P.O. Box 8139  
Newark, DE 19714-8139  
Attn: Jane Conway

## Dimensions:

Trim Size: 5.5" x 8.5"

Bleed Size: 5.625" x 8.625"

Live Area: 5" x 8" (0.25" from trim, all sides)