

Digital ad files are REQUIRED

The *Directory* is a printed offset, perfect bound, computer-to-plate publication, and four-color publication. Files are preferred to be supplied CMYK, RGB, or Pantone, but may be submitted as black & white/grayscale.

Final Trim Size	6 x 9 inches
Cover Ads	6 x 9 inches plus 1/8 on each side
Full Page Ad with No Bleed	5 x 8 inches
Full Page Ad with Bleed	6 x 9 inches plus 1/8 on each side. Note: Do not accommodate for bleed pages by changing your page size.
Half Page Ad	5 x 4 inches
Spread Ads	12 x 9 inches. All pertinent matter should be kept 1/4 inch from the gutter on both sides (1/2 inch total). Spread ads MUST be on two pages, not one.
Line Screen	150 line = Hi Resolution: 2 x Line Screen = 300 dpi at 100%
Crops	Set at final trim size and extend bleed 1/8 inch beyond trim size.

Format Requirements:

NOTE: As an added precaution, and unless otherwise instructed, we will pre-flight all disks for accuracy and to be sure all necessary files have been included in the submission. If files are found to need additional work, the advertiser will be notified for corrections to be made. The Publisher is not responsible for making corrections to original files. If you have any questions please call us at + 703 373 4300.

PDFs	Acrobat files are preferred. All PDFs must have crop marks (with 1/8 inch bleed if desired). PDF files should also be hi resolution with all fonts and graphics embedded. PDF files must be created using InDesign 2 (or later) or Acrobat Distiller 4 (or later).
Page Files	Please provide files in Adobe InDesign 2 (or later), 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 or Photoshop.
Photo Images	All high resolution files must be supplied. (100% size at 300 dpi) Files must be EPS, PSD or TIF files.
Fonts	All screen and printer fonts must be included. Also include all fonts used in any Illustrator files, if applicable.
Proofs	All ads must be submitted with the most current hard copy, laser quality proofs.
Crops	Set at final trim size and extend bleed 1/8 inch beyond trim size.

INSERTION ORDER DUE BY DECEMBER 12, 2008. | AD COPY DUE BY DECEMBER 19, 2008.

Ad copy may be sent to Tori Miller at tmiller@gcca.org or to:

Global Cold Chain Alliance
 Attn: Tori Miller
 1500 King Street, Suite 201
 Alexandria, VA 22314-2730 USA

Ad placement will be at the discretion of the publisher. Any specific placement requests will be taken into consideration and may be submitted with the insertion order form (excludes cover advertisements). No advertisement shall be published unless an insertion order in writing is received no later than December 12, 2008

1. Changes in advertising copy shall not be considered authorized by the advertiser unless confirmation of such change in writing is received at the offices of the Publisher no later than the December 12, 2008. In the event copy changes are not properly confirmed in writing, advertiser's most recent advertisement shall be inserted.
2. In the event all necessary advertising materials are not received at the offices of the Publisher no later than the closing and shall pay for such advertisement regardless of insertion.
3. Cover advertisement (front, back, inside front and inside back) are non-cancelable.
4. No advertisement may be canceled after December 12, 2008.
5. Advertiser must pay Publishers' invoices when rendered.
6. Publisher reserves the right to hold with further advertisements of any advertiser with a past due account.
7. Publisher shall not be responsible for claims made in advertisements and advertiser shall indemnify and hold Publisher harmless from liability of any kind arising from any such claims, including reasonable attorney's fees and all other associated costs of litigation.
8. All advertisements are subject to approval by Publisher. Such approval shall be granted or withheld solely at Publisher's absolute discretion.
9. Advertisers are subject to satisfactory credit reports.
10. Advertisers specially warrant that all photographs and endorsements are covered by valid, written consents and advertisers shall indemnify and hold Publisher harmless from liability of any kind whatsoever resulting from publication thereof, including reasonable attorney's fees and all other associated cost of litigation.
11. In the event a dispute arises between Publisher and advertiser which is not specifically governed by the foregoing terms and conditions, such dispute shall be resolved in accordance with the custom of the trade.
12. Return coupons in copy not permitted.

Mailing Instructions:

1. All material must arrive by December 19, 2008 for guaranteed inclusion in issue.
2. Contents should be identified on outside of package.
3. Space contracts, insertion orders, reproducible copy, layouts, and corrected proofs may be sent to Global Cold Chain Alliance
Attn: Tori Miller
1500 King Street, Suite 201
Alexandria, VA 22314 USA
4. If you have questions regarding your advertisement, contact Tori Miller at +1 703 373 4300 or tmiller@gcca.org.

INSERTION ORDER DUE BY DECEMBER 12, 2008. | AD COPY DUE BY DECEMBER 19, 2008.

Please fax Insertion Order Form to Tori Miller at +1 703 373 4301.