

# MECHANICAL SPECIFICATIONS

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Bleed size: 8.75" width x 11.5" height

Trim size: 8 1/8" width x 10 7/8" height.

Print area: 7" x 10"

Screen suggested: 150 lines per inch (min.). Bleeds should be exactly 1/8" (beyond trim). Acceptable material: Negatives, RRED (right reading emulsion down), repro proofs, computer generated camera ready art in QuarkXpress. Emulsion density should be in the range of 3.8 - 4.0. Four color maximum film dot density: Total must not exceed 280 - 300%. The *Journal* is not responsible for primary art work after publication. Production of black and white, two-color, and four-color ads is available. Please contact the advertising manager for specifics.

## AFSA WEB PAGE INFORMATION

Advertising on our Web page pays off for our clients and benefits our readers by supplying crucial services. In addition, the Web is an advertising medium that cannot be ignored; some 48% of U.S. consumers shopped online in 2000, vs. 37% in 1999 and spending is increasing too.

New research shows that 70% of US adults use the Internet as an information source when shopping locally for products and services. Space is available for placement of Web site banners. Submissions should include a .gif file with logo and hyperlink. Animation is permitted. Please contact the advertising manager for ad rates.

## BILLING, COMMISSIONS AND DISCOUNTS

### BILLING AND LIABILITY

Advertisers are invoiced upon publication. In the event of non-payment for advertising space, advertisers and their agencies have dual liability to the American Foreign Service Association.

### LIABILITY NOTICE

Advertisers and advertising agencies assume liability for the contents of advertisements printed and assume responsibility for any claims arising therefrom against the publisher.

### COPY REGULATIONS

All advertising is subject to publisher's approval. Publisher reserves the right to reject any advertisement not considered suitable for publication.

### COMMISSION AND DISCOUNTS

Bona fide advertising agencies receive 15% off gross insertion. 2% off net sale when payment accompanies insertion order. Commissions are not allowed on mechanical or binding charges.

### CANCELLATIONS

Cancellation must be received in writing, 45 days prior to publication date. A cancellation fee of one month's advertising rate will be charged.

### MAILING INSTRUCTIONS

Identify material by name of advertiser's *Foreign Service Journal* account. Send all contracts, correspondence to: Advertising and Circulation Manager, AFSA / *Foreign Service Journal*, 2101 E Street, N.W., Washington, DC 20037, fsjads@afsa.org, Tel: (202) 944-5507, Fax: (202) 338-6820. E-mail all art materials to: adart@afsa.org. Send hard copy to 2101 E Street, N.W., Washington, DC 20037.

