

SOUTHEAST CHRISTIAN SCHOOL CONVENTION

September 29 – October 1, 2010

MYRTLE BEACH CONVENTION CENTER, MYRTLE BEACH, SC

PROGRAM BOOK ADVERTISING ORDER FORM

Company: _____
Contact Person: _____ E-Mail Address: _____
Address: _____ Fax: _____
City: _____ State: _____ Zip: _____ Phone: _____

SIZE OF AD: Please Check – All Ads except covers are black and white.

_____ Full page ad (8 ½” horizontal x 11” vertical)	\$350
_____ Half page ad 8 ½” horizontal x 5 ½” vertical <u>or</u> 4 ¼” x 11” vertical)	\$250
_____ Back outside cover (Full page, color)	\$700
_____ Back inside cover (Full page, color)	\$500
_____ Front inside cover (Full page, color)	\$600

PAYMENT MUST ACCOMPANY ORDER FORM – Amount Enclosed: _____

PLEASE NOTE: 2,500 Convention Program Books will be printed for this convention.

Advertisement Details and other digital guidelines are available on the back of this page.

****If you have any questions regarding the digital guidelines, please contact Jason Haas at jasonhaas@nccsa.org**

Please email your ads to jasonhaas@nccsa.org. If you need to mail or ship your ad, the addresses are listed below.

Jason Haas
NCCSA
P.O. Box 231
Goldsboro, NC 27533

SHIPPING ADDRESS ONLY:
Jason Haas
NCCSA
101 Millbrook Village Drive, Suite A
Goldsboro, NC 27530

PROGRAM BOOK ADVERTISEMENT ORDERS ARE ACCEPTED UNTIL AUGUST 5, 2010

Charlotte Printing Company, Inc. is a commercial offset printing company with a complete digital workflow for all prepress processes. This workflow is based on optimized PDF files and Postscript files from Native Applications.



Applications

Native Applications Supported: (Macintosh) Quark Express 7, Adobe Pagemaker 7.0, Adobe InDesign CS3, Adobe Illustrator CS3, Adobe Photoshop CS3, Acrobat Professional, Freehand MX.

Files created from applications such as **Microsoft Publisher, Corel Draw and Microsoft Word** can be supplied as PDF files. Refer to the documentation below regarding PDF preparation.

Files created in **PowerPoint** will not be accepted.

Fonts

For projects submitted in Native format, please supply all fonts, including fonts used in linked graphics. Actual typefaces should always be used. For example, italic text should be specified as "Sabon Italic" instead of "Sabon Roman" which has been italicized through a styles menu or palette.

Color Spaces

CMYK - For 4-color process projects, specify colors as CMYK

Spot Colors - Specify with Pantone Colors (PMS). Do not rename a PMS color; for example, do not rename PMS 280 as "My Logo Blue"

RGB - Avoid using this color space when possible. Files submitted using the RGB color space will be converted to CMYK. This conversion will likely affect the intended print color. Projects printing as spot colors cannot be accepted as RGB.

Raster Art Objects

Rastered images (scanned images) are resolution dependent. Rastered .eps and .tif files should have an effective (or output) resolution of 300 dpi. Scanned Line Art Bitmap .tif files can range from 800 to 1600 dpi. Avoid JPEG formats or LZW compression. It is best to use .eps or .tif formats in page layouts. Poor image quality could result from rastered images with an effective resolution less than 300 dpi. The image Color Mode should be CMYK, Grayscale, or Bitmap. Contact our Prepress Department if you plan on using Duotones or Tritones.

Vector Art Objects

Unlike Rastered images, Vector graphics are not resolution dependent and may be scaled freely without losing image quality.

Preparing Files

Build your projects to the actual trim size. Bleed requirements are 1/8". Projects exceeding 4 pages (books, booklets, etc...) should be built as single, facing pages in reader's pairs, add bleed (when applicable) to all three outer edges.

Preparing PDF Files (PREFERRED FORMAT)

The printing industry standard is PDF/X-1a. PDF's generated from Acrobat Distiller Version 5 or earlier should be Press Optimized. Bleed requirements also pertain to submitted PDF files. All fonts and high resolution images should be embedded in the file. If you are submitting a PDF that contains trim marks, please make sure the content, including marks are centered on the file. PDF files should be checked by the client to ensure the final file is complete prior to submission. Contact our Prepress Depart for more information.

Page Print-Outs

Please provide a print-out with your project. Furnish a dummy for any project that will fold. Costly errors can be discovered when creating a finished mock-up of your project. If a print-out cannot be supplied, please furnish a PDF that has been inspected and is accurate.

Electronic Delivery - You may email files to jasonhaas@nccsa.org. Depending upon their size, larger projects can be uploaded through our FTP. Contact Jason Haas for more information.

Disk Delivery - Currently we accept CD's, DVD's, Zip (250), or Floppy disks (anything that can fit on a floppy can easily be emailed).