

# AD RESERVATION FORM



**SPACE DEADLINE:** SEPTEMBER 7, 2018 • **EARLY BIRD SPECIAL:** RESERVE SPACE BY AUGUST 17, 2018, FOR A DISCOUNT  
**AD MATERIALS DEADLINE:** SEPTEMBER 14, 2018 • **PUBLICATION DATE:** JANUARY 2019

## RATES

### THROUGH AUGUST 17

- EARLY BIRD FULL PAGE BLACK-AND-WHITE** ..... \$775
- EARLY BIRD FULL PAGE 4-COLOR** ..... \$1,250

### AFTER AUGUST 17

- FULL PAGE BLACK-AND-WHITE** ..... \$850
- FULL PAGE 4-COLOR** ..... \$1,350

- Yes, my company is a TEC Business Alliance Program member; please give us the \$100 discount off the cost of our directory ad.**

Advertiser must be a TEC Business Alliance member in good standing as of September 7, 2018, to receive discount.  
To verify membership or find out how to become a member, contact us at [bap@texas-ec.org](mailto:bap@texas-ec.org).

## AD MATERIALS DUE SEPTEMBER 14, 2018

- Repeat our 2018 AD AS IS.**
- Repeat our 2018 AD WITH CHANGES** as marked on the **ATTACHED FILE**.  
I understand there will be an additional **\$100 production charge** to modify the ad. We may not be able to modify some client-provided files.
- I will provide a PRESS-READY PDF.**  
Email files to [directory@texas-ec.org](mailto:directory@texas-ec.org). See the Ad Specifications page for file requirements and production information.
- Have TEC PREPARE A NEW AD. I will provide materials (text and images) and instructions.**  
I understand there will be an additional **\$250 production charge** for building the ad.

## COMPANY INFORMATION

Full Company Name *(please print)* \_\_\_\_\_

Company name as it should appear in the Advertiser Index: \_\_\_\_\_

Mailing Address: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ ZIP: \_\_\_\_\_

Contact Name: \_\_\_\_\_ Phone: \_\_\_\_\_

Email: \_\_\_\_\_ Fax: \_\_\_\_\_

**CHECK #** \_\_\_\_\_ **ENCLOSED IN THE AMOUNT OF \$** \_\_\_\_\_

**VISA**    **MC**    **AMEX**   **CC #** \_\_\_\_\_ **EXP. DATE:** \_\_\_\_\_

Signature: \_\_\_\_\_

- BILL US** Billing option not available for first-time advertisers or for any advertiser whose account is not in good standing.

## BILLING INFORMATION

**ONE COMPLIMENTARY COPY OF THE 2018 TEC DIRECTORY WILL BE SENT TO YOUR BILLING ADDRESS.**

Billing address is same as above    **YES**    **NO**   *If no, please complete the following information:*

Company Name *(please print)* \_\_\_\_\_ Agency    Yes    No

Billing Address: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ ZIP: \_\_\_\_\_

Contact Name: \_\_\_\_\_ Phone: \_\_\_\_\_

Email: \_\_\_\_\_ Fax: \_\_\_\_\_

**RETURN COMPLETED FORM BY SEPTEMBER 7, 2018 (EARLY BIRD BY AUGUST 17, 2018).**

**FAX:** (512) 763-3404   **EMAIL:** [directory@texas-ec.org](mailto:directory@texas-ec.org)   **MAIL:** TEC Directory Advertising, 1122 Colorado St., 24th Floor, Austin, TX 78701

# AD SPECIFICATIONS



**LIVE AREA:** 5" wide by 8" high

If your ad does not bleed, the artwork **MUST** fill the 5"x8" live area.

**PAGE TRIM SIZE:** 6" wide by 9" high

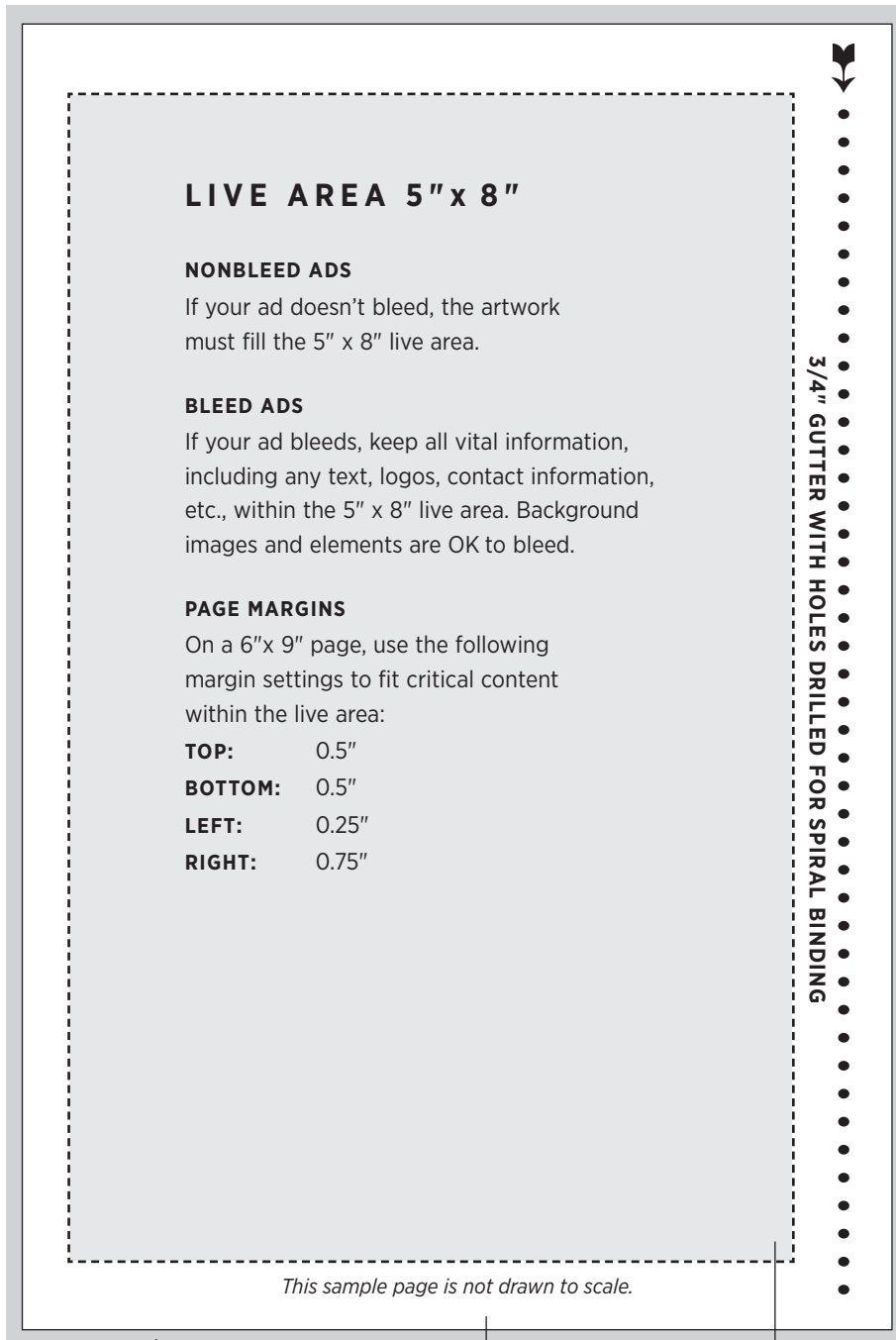
**BLEED SIZE:** 6.25" wide by 9.25" high. Bleeds on all four sides.

If your ad bleeds, keep all critical content, including any text, logos, contact information, etc., within the 5"x8" live area.

**BINDING:** 3/4" punched gutter for spiral binding

**PRINTING PROCESS:** Offset

**PAPER:** Coated (dull/matte)



## DIGITAL FILE SUBMISSION

Press-ready files must be produced according to the specifications on this page and may be rejected at our discretion until they are submitted in an acceptable form. Files requiring modification are subject to a production fee of \$100 per hour. Client assumes all risk for files requiring modification.

Due to variables in equipment, software and fonts, TEC assumes no responsibility for errors in the output of digital ad files.

### ACCEPTABLE FILE FORMATS:

- **Press-ready PDF** in Acrobat 4.0 (PDF 1.3) format; transparency is NOT supported. Use "Press" settings with Compatibility set to Acrobat 4.0.
- **We do not accept Microsoft files, including Publisher, Word, Excel or PowerPoint. PDFs created from these Microsoft products do not meet our file specs and may require additional production fees.**
- **Templates available for InDesign, Illustrator, Photoshop and QuarkXPress upon request.**

### PLEASE BE SURE THAT...

- PDFs are created in Acrobat 4.0 (PDF 1.3) format to reveal any file flattening issues before you submit your files. We may charge additional production fees to resolve these issues once we receive your files.
- Fonts are properly embedded in PDFs.
- Images are 300 dpi.
- Colors are CMYK or grayscale. TEC is not responsible for errors caused by incorrect color formats.

### SEND DIGITAL ART

via email to [directory@texas-ec.org](mailto:directory@texas-ec.org)

### PRODUCTION QUESTIONS?

Andy Doughty (512) 486-6250  
[adoughty@texas-ec.org](mailto:adoughty@texas-ec.org)

BLEED SIZE 6.25" x 9.25"

PAGE SIZE/TRIM SIZE 6" x 9"

LIVE AREA: 5" x 8"