



Questions?

Please direct all questions regarding ad placement and specifications to:
 William Myers, Director of Marketing Communications: 919-389-1088 / wmyers@rci-online.org.

Submitting Advertisements

All materials for display and display classified advertisements must be submitted as digital file (see page two of this document for digital specifications and ad submittal methods) and accompanied with insertion documentation. Ad materials must be received by the published Advertising Copy Deadline date.

If press-ready, digital ad material is not received by the published Advertising Copy Deadline date, the advertiser's most recent ad of similar size will be repeated. No cancellations or alterations to ad layout will be accepted after the published Space Reservation Deadline. All Insertion Order revisions should be submitted in writing prior to the Advertising Copy Deadline.

Space Reservation Deadlines and Advertising Copy Deadlines

Visit: www.rci-online.org/mktg-deadlines.html

Mechanical Specifications

Ad Size	Vertical Layout in Inches	Horizontal Layout in Inches
Cover	Full Bleed: 8.75 x 11.25 Trim Size: 8.5 x 11.00 Protect Live Area with .25	NA
Interior Full Page – bleed	Full Bleed: 8.75 x 11.25 Trim Size: 8.5 x 11.00 Protect Live Area with .25	NA
Interior Full Page – no bleed	7.50 x 10.00	NA
Two-thirds Page	4.975 x 10.00	NA
Half Page	NA	7.50 x 5.00
Half Page Island	4.9375 x 7.50	NA
Half Page Spread – bleed	NA	17.25 x 5.625
One-third Page	2.4375 x 10.00	NA
Quarter Page Island	NA	4.9375 x 5.00
Sixth of a Page	2.4375 x 5.00	4.9375 x 2.50
Vertical Business Card	2.4375 x 3.00	NA

Bleeds and Crop Marks

Bleed should extend beyond trim by .125 inches. Do not use crop marks for non-bleed ads. Crop marks for full bleed, full-page ads should be at trim size.

Hard Copy Proof Required for Accuracy

To ensure accurate reproduction, display and display classified ad submissions should include a hard copy proof for verification of proper appearance. RCI is not be responsible for any inconsistencies in layout or color if not provided with a professional quality proof.

Four-color ads should be accompanied by a professional quality proof (Cromolin, Match or 3M) furnished on publication-grade stock. Ink jet or color laser copies are useful for approximating color, but are not accurate representations of final appearance. Hard copy proofs are necessary for press proofing the appearance of the advertisement. One-color ads do not require color verification. Ink jet, laser or photocopies are acceptable proofs of layout appearance for one-color ads.



Advertisement Digital File Specifications

All materials for display and display classified advertisements must be submitted as digital file and accompanied with insertion documentation. Advertisers are encouraged to also submit a hard copy proof for reproduction accuracy.

Include Insertion Order:

Ad materials should be accompanied by a copy of the insertion order, or other documentation, with indication of the advertiser name and issue of insertion. If submitting ad material via email or FTP, include insertion instructions in Adobe Acrobat or Microsoft Word format. This information will ensure the ad is placed in the correct issue and publication.

Properly Named Digital Files:

Each digital file must be named to include advertiser name and month of publication. Follow this structure for proper digital file naming: *advertiser-publication-month-year.file extension*. Example: roofhuggerinterface0307.pdf

Acceptable Digital File Types

Press ready Adobe Acrobat (.pdf) files, .eps or .tif files with fonts embedded or turned to outlines are preferred formats. RCI also accepts properly collected Quark and InDesign files (Mac and PC).

Image Resolution, CMYK, Gray-scale, and Fonts

All image files should be saved at 300 DPI at 100% of the intended size. Do not use a compression scheme such as .jpg, or .lzw. Save four-color images as CMYK. Do not use RGB or index colors. For black and white ads, save the images as gray-scale (300 DPI). Turn fonts to outlines or embed fonts.

Submit Ad Copy Via One of the Following Methods

- 1) E-mail: digital files of up to 10MB can be emailed to wmyers@rci-online.org.

Remember to include an insertion order and properly name the file with advertiser name and month of publication.

- 2) Advertiser FTP Upload:

FTP URL: <ftp://mail.rci-online.org>

User Name: advertiser

Password: AdC0py (case sensitive – that is a *zero* not the letter *o*.)

Once you have logged on to <ftp://mail.rci-online.org>, open the *Advertiser Uploads* folder. In the *Advertiser Uploads* folder you will find individual folders named for issues of *Interface* and other RCI publications.

Save your ad copy in the appropriately named folder based on publication name and the month your ad is scheduled. If you have multiple files to upload create a new folder inside the publication folder and title it with the advertiser name. Remember to properly name the file with advertiser name and month of publication.

- 3) On CD Via U.S. Mail or Common Carrier Delivery:

Send artwork on PC or Mac formatted CD via: U.S. Mail, UPS, or Fed Ex, to:

RCI – *Interface* Ad Copy: Issue Date
c/o Pika Marketing Communications, Inc.
Attn: William Myers
19960 SW Antler Point Drive
Bend, OR 97702
Phone: 919-389-1088

Print and provide a directory of all electronic files on the disk. Label the disc with the advertiser name, ad size, and publication date. Include a copy of the insertion order or advertising contract with the ad materials. This information will help ensure the proper ad is placed in the correct issue and publication.



RCI *Interface*, Technical Journal Publication Specifications and Advertisement Submittal Guidelines

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Miscellaneous Information

Printing

Offset press

Binding

Saddle stitch

Paper

Cover is 80# coated offset; text is 45# coated

Color

Ads are accepted as either four-color (CMYK) or one-color (black). Pantone spot colors are not available.

Material Storage

Artwork will be stored for 12 months and then destroyed unless the advertiser or agency furnishes specific instructions.

Publishing Schedule

Interface is published eleven times per year (one issue each year is a two-month double issue). *Interface* is distributed the first week of the month of publication.

Circulation Information

Interface is distributed nationally through second-class mail and internationally via first-class mail.

Media Kits

For RCI Media Kit information, visit: www.rci-online.org/members-marketing.html.

More information:

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