

Thank you for advertising in *Media File*. Please supply the following information for ASI to prepare an effective presentation:

Product Descriptions

- Item number
- Product name
- Features
- Colors
- Size (unless fairly standard, for example: a writing instrument)
- Imprint area (optional, but if included, should be listed for all products)

Imprinting/Spec Information

- Information and set-up charges for one-color, one-location imprint (or embroidery, etc.)
- Charges for additional colors and locations, *if applicable*
- Art requirements and charges, *if applicable*
- Standard packaging, *if applicable*
- F.O.B. (specify the state or country, not the city)
- Production time
- Discount codes
- Rush service information, *if applicable*
- Less-than-minimum
- Shipping weight
- Split-destination shipments

Imprinting/Spec Information (con't)

- Special packaging
- Method of imprinting
- Colors of imprinting
- Copy limit/Copy changes
- Change of ink
- Proofs
- Personalization

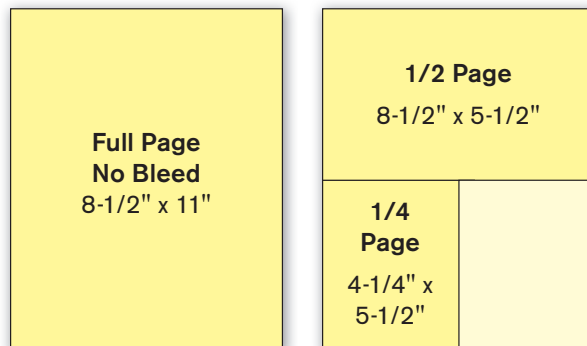
Pricing & Quantities

- **Net pricing, payment terms, credit card information, or COD information SHOULD NOT BE INCLUDED.**
- **Inclusion of URLs for ASI approved websites is acceptable, since *Media File* is targeted to end-buyers.**

Samples should be sent to the attention of your Advertising Coordinator at:

ASI/Media File®
4800 Street Road
Trevose, PA 19053
(215) 953-4000

Supplied ads must follow these specifications:



Ad Sizes	Width x Height
Full Page – No Bleed	8-1/2" x 11"
1/2 Page	8-1/2" x 5-1/2"
1/4 Page	4-1/4" x 5-1/2"

Advertising Specialty Institute accepts only PDF format files (PDF/X1a is preferred)

All files must be submitted via www.asicentral.com/admaterials

When uploading:

Choose the correct ad size. If your ad is a spread set up as 2 separate files, upload each as a full page, do not choose spread. Indicate left and right sides in the file name.

If you have any questions, please contact your ad coordinator for assistance.

Supply a SWOP standard color proof to ensure the most accurate printing of your ad. Reproduction of exact color cannot be guaranteed.