

Reservation Form/Insertion Order

Issue 90, 2015

PN#

Company Name _____

Representative _____ Title _____ Department _____

Address _____ City _____

State/Province _____ ZIP Code/Country Code _____

PO# _____ Date Issued _____

Tax ID# _____

Phone _____ Ext. _____ Fax# _____ E-mail _____

Billing Address _____ City _____

State/Province _____ ZIP Code/Country Code _____

Phone _____ Ext. _____ Fax# _____ E-mail _____

Accounts Payable Representative _____

Authorized Signature _____ Date _____

Insertion Order Deadline: December 30, 2014

Material Submission Date: January, 5 2016

Ad Space: Full Page 1/2 Page 1/3 Page Special Insert

Total: \$ _____ Rate _____ Part# _____ (see rate card to calculate pricing)

Purchase orders must be made payable to Xcell Publications. Please mail or fax a hardcopy purchase order with this form to:

Xcell Publications

attn: Xcell Ad Sales/Dan Teie
7860 Hanna Street, Gilroy, CA 95020
(800) 493-5551 • Fax: (408) 337-5040

To confirm ad reservations, please fill out this *Xcell Journal* Insertion Order and fax form to **(530) 587-3433** or call toll free **(800) 493-5551** for additional information.

Digital Media Ads

All files should be Mac formatted. Please include all files, including fonts used in EPS embedded images (no TrueType fonts please). Color is to be CMYK. All images are to be in CMYK mode, saved as EPS or TIFF format. Convert all Pantone colors and RGB images to CMYK.

Preferred software programs are Quark Xpress, Adobe Photoshop, and Adobe Illustrator. Ads created in anything other than Quark Xpress must be saved to allow the ad to be imported into Quark Xpress.

Full Page Ads – Document size should be set to a trim size of 8.5" x 11"; extend the bleed to 1/8" past trim on all sides. All spread ads are to be set up as two separate pages side by side 8.5" x 11"; extend the bleed 1/8". Allow 1/4" safety on both sides of gutter for any copy that may flow across gutter.

Submit all ads on digital media, preferably Mac formatted, CD ROM, DVD.

Ship art to:

Dan Teie

Xcell Journal Advertising
7860 Hanna Street, Gilroy, CA 95020
(800) 493-5551

or upload files to: www.blair-media.com/xilinx/upload
User Name: xilinx Password: user1