

# Reservation Form/Insertion Order

Issue 69, 2009

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: September 10, 2009**      **Material Submission Date: September 17, 2009**

**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  
 16887 Skislope Way, Truckee, CA 96161  
 (800) 493-5551 • Fax: (530) 587-3433

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, Jazz disks, or Zip disks.

**Ship art to:**  
**Dan Teie**  
 Xcell Journal Advertising  
 16887 Skislope Way, Truckee, CA 96161  
 (800) 493-5551

or upload files to: [www.blair-media.com/xilinx/upload](http://www.blair-media.com/xilinx/upload)  
 User Name: xilinx Password: user1

