

2010 Graphic Image Specs Printed Directory & Website

PLEASE READ CAREFULLY. THESE GUIDELINES HAVE BEEN ESTABLISHED TO PROMOTE FAIRNESS AND EQUITY AMONG OUR MEMBERS WHO PURCHASE GRAPHIC IMAGES IN THE TAFTP DIRECTORY & ON THE WEBSITE.

1. Only members "in good standing" are eligible for graphic images printed in the TAFTP 2010 "Shoot Texas" Directory and on the TAFTP Website.

2. Placement is on a first come first serve basis. If your selection is not available, you will be contacted to determine an alternate placement.

3. All payments are due with complete contract by September 30, 2009.

NO REFUNDS

4. A 25% Deposit is due immediately to reserve selected cover placement.

5. The member agrees to pay the total charges for all graphic images and ANY fees incurred by the publisher to correct or modify any nonconforming materials. The publisher is not responsible for any errors in the key numbers and any other typesetting in submitted listing materials.

6. No agreements, oral or written, which conflict with policies set forth herein shall be binding on the publisher.

7. The publisher reserves the right to reject copy images deemed unsuitable for publishing in the 2010 "Shoot Texas" Directory or on the website.

8. All materials become the property of TAFTP. All information concerning TAFTP is the sole property of TAFTP and any unauthorized use or reproduction of said material is prohibited.

**Copy and Artwork
DEADLINE:
September 30, 2009**

Printed Directory Graphic Specs:

> ONLY ELECTRONIC FILES ON CD WILL BE ACCEPTED

> .eps, .pdf, .tif, .qdx (PC or Mac)

> 300 to 600 dpi minimum resolution for all images

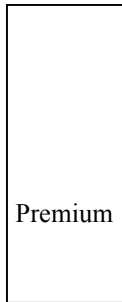
> Must include ALL supporting image files and ALL FONTS used

> Postscript or Type 1 Fonts only.

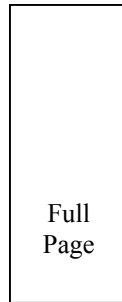
NO TRUE TYPE FONTS.

> Convert type to paths whenever possible to alleviate embedded fonts.

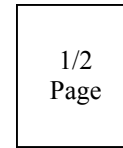
> All listings submitted must be accompanied by a hard copy proof.



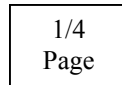
3.625" w x 10.125" h



3.625" w x 10.125" h



3.625" w x 4.9735" h



3.625" w x 2.3438" h

Covers:

Front Inside & Back Inside Cover

Full Bleed 4.25" x 11"

(allow .5" left hand gutter)

Back Inside Cover

Full Bleed 4.25" x 11"

Web Banner Graphic Specs:

> RGB Color

> Full Banner 350 x 75 (pixels)

> Mini Banner 180 x 60 (pixels)

> Formats: PNG, JPG, GIF (animated or static), SWF (embed your URL if you want)

> Maximum Size: 150K

Full Banner

(350 x 75)

Mini Banner

(180 x 60)

Rotating Web Banners are purchased by *impressions with a maximum time period. Impressions available: * 10,000 OR * 20,000

With the exception of the homepage, all web banners are on a rotation basis and will rotate on all remaining pages throughout the TAFTP website.

I hereby authorize Texas Association of Film & Tape Professionals to publish our graphic images in the TAFTP directory & on the TAFTP website. I have read and understand the Specs Rate Card and order form.

Signature: _____

Date: _____