



**Advertiser:**

Name: \_\_\_\_\_ Phone: \_\_\_\_\_

**Billing/Mailing Address:**

for all correspondence, invoices and books. Is this a new address?  yes  no

Street: \_\_\_\_\_

City/State/Zip: \_\_\_\_\_ Country: \_\_\_\_\_

URL: \_\_\_\_\_ Fax: \_\_\_\_\_

E-mail: \_\_\_\_\_

**Shipping/Street Address:**

for all FedEx and UPS shipments (press proofs and books)

Street: \_\_\_\_\_

City/State/Zip: \_\_\_\_\_ Country: \_\_\_\_\_

**Advertiser Listing:**

Spell out exactly how you would like to be listed in our advertiser index. As the artist you may choose to list either your "Last Name, First Name" or "Company Name" — we cannot list both.

Last Name \_\_\_\_\_, First Name \_\_\_\_\_

**OR**

Company Name \_\_\_\_\_

**Section / Number of Pages Submitted:**

Medical / Natural Science Illustration : \_\_\_\_\_ color \_\_\_\_\_ b/w

Medical Animation / Multimedia: \_\_\_\_\_ color

**Production Charges**

Please Check All That Apply

- Custom Page** . . . . . per page \$150
- Digital File Fee** . . . . . per page \$50
- Proof of Standard Page Type (Includes One Change Before Press Proofs)** . per page \$35
- FedEx Proof Charge (Each Advertiser Will be Charged)** . . . . . \$12.75
- Late Charge - 1 Week** . . . . . 5% per page
- Late Charge - 2 Weeks** . . . . . 10% per page
- Minimum Charge for Production after Submission** . . . . . \$ 100

**Traditional and Digital Combo Pages Only**

- Additional 4/C Images (5 included per Color page)** . . . . . each \$55
- Additional B/W Images (5 included per B/W page)** . . . . . each \$25
- Silhouette, Vignette/Drop Out Halftone** . . . . . per image \$50
- Image Insetting** . . . . . per image \$25
- Black Background with Reverse Type** . . . . . per image \$45
- Reverse Type** . . . . . per page \$45
- Process Color Background** . . . . . per page \$50
- Bleed 4-Color Background Image** . . . . . per page \$50
- Color Tints (1 per page free)** . . . . . per tint \$45
- Position Prints** . . . . . per page \$30

**What to Send Checklist**

- Order Form**
- Standard Page Copy Form (for Standard Pages Only)**
- Artwork**  
Submit digital elements and all fonts (both screen and printer) used in the preparation of your page to us on CD or upload to [www.serbinproduction.com/ami/21/](http://www.serbinproduction.com/ami/21/)
- Color Proof**  
Please supply a DIGITAL COLOR PROOF (Kodak Approval, Epson, etc.) that accurately reflects the intended color of your file. This proof must be made from the file you are submitting. Be aware that digital proofs can vary from the actual printing of your ad. We will run film directly from your file. WE DO NOT MODIFY THE DATA IN ANY WAY TO MATCH YOUR DIGITAL COLOR PROOF.

**Return this Order Form with Your Artwork by February 7, 2008**

*Artwork that arrives after February 7 will be subject to an art extension fee.*

*Artwork that is received February 8 - February 14 is subject to a 5% per page late fee.*

*Artwork that is received after February 15 is subject to a 10% per page late fee.*

*Late artwork should be submitted no later than February 21.*

**Contact information**

If you have questions, call toll free or e-mail:

Barbara Kuhn  
Production Manager  
barbara@serbin.com  
800-876-6425 ext. 223

**Where to send artwork:**

**Serbin Communications**  
**Attn: AMI 21 Production**  
813 Reddick Street  
Santa Barbara, CA 93103

**Or Upload to:**

[www.serbinproduction.com/ami/21/](http://www.serbinproduction.com/ami/21/)

805-963-0439  
805-560-7648 fax



<b>Document Page Size</b>	<p><b>Page Trim Size: 8.5" x 11"</b>          All bleed edges must extend by 1/8" (.125") outside page trim.          We recommend all critical elements be kept 1/2" from the trim line (live area).</p>
<b>Standard Page vs Custom Page</b>	<p>Serbin Communications will typeset all STANDARD PAGES. If you place any logos, type or images below the STANDARD boundary line, you will be creating a CUSTOM PAGE (\$150 additional). See the Standard Page Form for more details.</p>
<b>Standard Pages</b>	<p>See our digital templates for position of the standard live area. The maximum allowable live area is 7.125" wide by 8.25" high. Serbin Communications will set type at the bottom of all standard pages.</p>
<b>Custom Pages</b>	<p>\$150 Additional. You may use the entire 8.5" x 11" page area. Advertiser typesets custom pages.</p>
<b>Binding Holes</b>	<p><b>Binding holes will be punched .375" from page trim on either the left or right side. Keep live copy clear of this area.</b></p>
<b>Digital Templates</b>	<p>Templates are provided for the following programs: Illustrator, Photoshop, InDesign, and Quark.  <b>Download templates at: <a href="http://medillsb.com/Advertise/templates.html">http://medillsb.com/Advertise/templates.html</a> (case sensitive)</b>  <i>All other software file types are ONLY accepted when saved as EPS files and placed in or converted to any of the above programs.</i></p>
<b>Image Specifications</b>	<p>When having your images scanned, please give these specifications to your service bureau:          All halftone imagery must be 350 dpi CMYK composite scans, placed at 100% in your layout (we print at 175 line screen w/ average ink limit: 325%). Line art (bitmap) should be scanned at 1200 dpi (ie: type and logos). Desktop scans are highly discouraged and DCS files are not acceptable.</p>
<b>Fonts</b>	<p>Both the screen and printer fonts (for all type used within your page) must be included with your files. Do not use "Type Style" menu options in Quark or InDesign (e.g. Bold, Italic). Fonts must have those properties as part of the family you are supplying. Do not create font suitcases with multiple font families; (e.g. do not collect fonts using your layout program). Be sure to include any fonts used in EPS files.  <b>Exceptions:</b>          Illustrator or InDesign files: All fonts converted to outlines          Photoshop files: Flattened files (fonts are rasterized)</p>
<b>Digital Preparation Checklist</b>	<ul style="list-style-type: none"> <li><input type="checkbox"/> All files must be 4-color process (CMYK).</li> <li><input type="checkbox"/> TIFF and EPS Files are preferred - <b>do not save with LZW compression or JPEG encoding.</b></li> <li><input type="checkbox"/> <b>We do not accept JPEG, DCS or PDF files.</b></li> <li><input type="checkbox"/> Specify black backgrounds as "rich black": 100% K, 40% C.</li> <li><input type="checkbox"/> Modified images must be updated.</li> <li><input type="checkbox"/> Images must be flattened in Photoshop, Illustrator and Freehand files.</li> <li><input type="checkbox"/> 4-color process (CMYK) hairlines and type less than 8 pts. should be avoided; we cannot guarantee trapping or registration on press.</li> <li><input type="checkbox"/> Keep all layouts and linked files, (i.e. images and logos) in the same folder. <i>Do not create separate image/art folders, as your files may not re-link properly, and additional production charges may result to update any missing or modified images.</i></li> </ul>
<b>Traditional Mechanicals</b>	<ul style="list-style-type: none"> <li><input type="checkbox"/> <b>ARTBOARDS:</b> If you need to create a traditional mechanical, please give us a call and we will send you a traditional mechanical / artboard package.</li> <li><input type="checkbox"/> <b>POSITION PRINTS:</b> Artboards must have position prints pasted down for each image. Camera stats, good quality color xeroxes, or low-res computer printouts are all acceptable formats for position prints. Position prints must be sized, cropped and positioned exactly as they are to appear on the final. Tracings/sketches are not acceptable.</li> <li><input type="checkbox"/> <b>TRANSPARENCIES:</b> Any size/format for transparencies is acceptable for scanning.</li> <li><input type="checkbox"/> <b>SILHOUETTE/VIGNETTE</b> Any image that is not cropped with 4 right-angles or all straight edges is considered a silhouette/vignette. Please be aware that even a white (or clear) background on your transparency will still pick up some tone/dot when scanned. To ensure a "paper white" background, you will need to request a silhouette (hard edge) or vignette (soft/faded edge) at \$50 per image.</li> <li><input type="checkbox"/> <b>REVERSE TYPE:</b> For best quality, provide type in positive form. Our printer will shoot the reverse.</li> <li><input type="checkbox"/> <b>HOLDING LINES:</b> If lines print around images, you must provide camera-ready artwork for the boxes (at 1200 dpi). Any typesetter/ service bureau can create boxes for you. For proper trapping of images, rules should be at least 1 pt. thick.</li> <li><input type="checkbox"/> <b>PROCESS COLORS:</b> Advertiser must provide a color "swatch" for any color callouts. Swatches will be matched as closely as possible with 4/color process inks.</li> <li><input type="checkbox"/> <b>DO NOT SEND ORIGINAL ARTWORK.</b></li> </ul>
<b>How to Submit</b>	<p>You may either submit a disc to the address on the order form, or upload your files to <a href="http://www.serbinproduction.com/ami/21">www.serbinproduction.com/ami/21</a></p>
<b>Production Charges</b>	<p>\$125 minimum charge for production work after artwork submission. <i>We will contact you directly and first give you the opportunity to rectify any problems before doing any production work.</i></p>
<b>Press Proofs</b>	<p>In the spring of 2008 we will send you a PROOF that most accurately reflects how your ad will print on our presses. If you are not satisfied with your press proof, your file may require adjustment/color correction. You will be billed \$175/page if we have to re-run film from a new file at this stage. Please Note: Our production schedule does not include time for you to see a second proof after adjustments are made.</p>
<b>Reprints</b>	<p>Each advertiser will receive 1,000 book stock reprints (all reprints will be trimmed to 8 1/2" x 11").</p>



**Custom Page**

The Medical Illustration Sourcebook is designed to have a uniform location for the name and biographical information of each advertiser. (See STANDARD PAGE example below.) We realize that many advertisers do not want to follow our standard page design. If you do not want to follow the general design of the book, you may custom design your page and pay \$150 per page extra. CUSTOM PAGES may utilize the full 8-1/2" x 11" page area and bleed is allowed. All custom pages must be typeset and designed by the advertiser.

**Standard Page**

Serbin Communications will typeset biographical information at the bottom of all STANDARD PAGES. Advertiser must place all imagery, logos and any other type above the Standard Boundary Line (in live area). The example below shows how type will appear on a STANDARD PAGE. The maximum image area (live area) is 7-1/8" x 8-1/4". Please submit the STANDARD PAGE COPY FORM along with your artwork .

**LIVE AREA MEASURES  
7-1/8" x 8-1/4"  
FOR STANDARD PAGES**

<p><b>YOUR COMPANY NAME</b> Your Name 813 Reddick Street Santa Barbara, CA 93103 TEL: (805) 963-0439 FAX: (805) 965-0496 e-mail: admin@serbin.com www.yourwebadd.com</p>	<p><b>AREAS OF SPECIALIZATION:</b> Surgical and conceptual illustration. Specialize in watercolor and gouache, both traditional and electronic.</p> <p><b>CLIENTS:</b> Medical journal publishers, ad agencies, textbook publishers.</p>	<p><b>PROFESSIONAL BACKGROUND:</b> MA, Medical Illustration, Medical College of New York. Freelance artist since 1981.</p> <p><b>PROFESSIONAL MEMBERSHIPS:</b> Graphic Artists Guild, Association of Medical Illustrators.</p>
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