



**Texas Circulation Management Association**

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J W Smith, Secretary/Treasurer

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Write one check for your **buyer's guide, membership, conference booth space, your newsletter ads, web site link and conference/hotel** for 2010.  
**See enclosed invoice!**

Thank you for your support of the Texas Circulation Management Association. Our 96<sup>th</sup> annual conference will be held in Austin, Texas, April 8-9, 2010.

Our annual conference will be held at the Southpark Omni Hotel.

The rate for booth space at the 2010 Conference is \$50.00 for the entire Conference. Electrical requirements will require an additional expense. **In fairness to our long time TCMA supporters, no partial or single days will be available. Vendors wanting to meet with Conference attendees must have a booth for the Conference period and booth space must be paid before the Conference begins.** The vendor display room will be available for move-in at 9:00 am on Thursday, April 8, 2010 and vendors should be out of the vendor display room by 1:00 PM on Friday, April 9, 2010.

Many vendors have asked for one invoice for their membership, buyer's guide ad, newsletter ads, web site ads, and conference registration. The enclosed invoice includes every option for supporting TCMA. This year, **the conference registration will also include one night's hotel room and tax along with all your meals for the conference.** (Additional hotel nights are also available.)

I have enclosed an invoice for the 2010 TCMA Buyer's Guide. Ads are accepted on a first come, first served basis for black and white ads. Color ads will be placed in the guide so you will receive the best exposure for your company. The back outside cover is available, too. Ad requirements are included with this notice. **Ad placement is not reserved until payment is received.**

I am looking forward to seeing you in Austin.

Sincerely,

J W Smith  
Secretary/Treasurer



# Free Conference Booth Space

Place your order for an ad in the 2010 Buyer's Guide AND renew or begin a new ad in the *Lone Star Review* \*for 2010 and receive a FREE Conference Booth Space at the 2010 Conference.

(Booth Space valued at \$50.00)

Austin Southpark Omni Hotel  
April 8-9, 2010

- The *Lone Star Review* is published in February, May, August, and November. Business card ads are **\$25.00 per issue**.
- Don't forget! Web link ads to your business web site are available on the TCMA Web Site with a special Vendor Link page. Your business is also linked on the Membership Page on the web site, too. **Links are \$50.00** each calendar year.
- Be sure to include these ads on the Buyers Guide/Invoice with your 2010 Buyers Guide ad

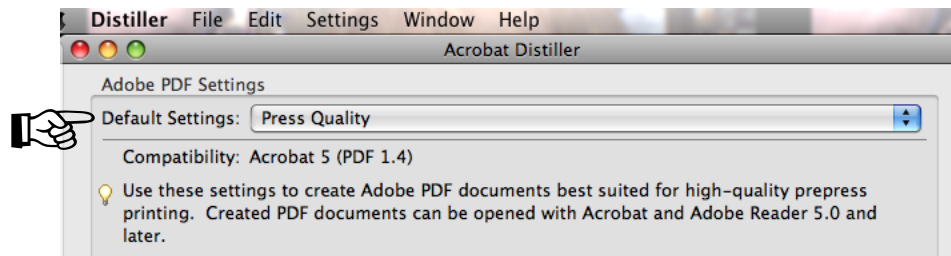


## Preferred File Formats/Specifications

### **Composite High Resolution PDF using Adobe Acrobat Distiller**

PDF files should be created through Adobe Acrobat Distiller and not through the “Export” function of the program used to build the file. The “Job Options” for older versions or the “Default Setting” should be set to “Press Quality”.

Hot folders can be created to make this process easy.



**PDF is a final page format:** This means in principle that the pages should be complete. Although PDF files can still be edited using Acrobat and various plug-ins if necessary, no further adjustments should be required when a PDF file is sent in.

**Color Mode-CMYK:** Color must be in CMYK to be print ready. If files are submitted using any other color mode, such as RGB or Pantone, the file(s) will be converted to CMYK during pre-flighting. Conversion from one color mode to another may result in a color shift or colors dropping out.

**Color Mode-Spot Color:** Pantone spot colors should be selected as “Spot” in color definitions in native program.

**Resolution:** Resolution also known as DPI (Dots Per Inch) or PPI (Pixels Per Inch) can be described as the number of dots that fit horizontally and vertically into a one-inch space. Generally, the more dots per inch, the more detail captured and the sharper the resulting image. For an image to print properly the image resolution must be at least **300 DPI**.

- File size should be final print size.
- “Make sure all fonts and are images embedded” (this is done automatically if Acrobat Distiller Press Quality is used)
- Use PostScript Type 1 Fonts if possible- Avoid ANY True Type fonts
- Do not use electronic Font Modification, ie. Bold, Italic, Shadowed, Contoured, etc
- Scan images in correct resolution (take scaling into account), higher is better.
- Do not use hairlines
- Delete blank pages and any unnecessary elements
- If bleeds are necessary, please make the image a full .125” past final page size
- “Always open your PDF after creating through Acrobat Distiller and review to original file before sending”