

advertiser name: _____ phone: _____

billing/mailling address—for all correspondence, invoices and your copy of Directory of Illustration No. 29.

Is this a new address? yes no

street: _____

city/state/zip: _____ country: _____

e-mail: _____ fax: _____

shipping/street address—for press proofs (shipped FedEx).

street: _____

city/state/zip: _____ country: *

shipping/street address—for reprints (shipped UPS ground within the U.S.).*

street: _____

city/state/zip: _____ country: _____

* Advertisers outside the U.S. or Canada: If you are ordering reprints, please provide a U.S. shipping address, or contact production@serbin.com to discuss shipping options.

advertiser listing: Spell out exactly how you would like to be listed in our advertiser index — you may choose to list either your “Last Name, First Name” or “Company Name”— we cannot list both. Rep groups may provide 1 listing for each full page artist, plus 1 listing for the rep/company.

Last Name: _____ First Name: _____

OR Company Name: _____

reprint options: Select one option only.

- No Reprints (Save the Planet)
- 500 Book Stock (No Extra Charge)

Please Note: All spread reprints will be cut. (Spread and Rep/Group advertisers must choose same reprint option for all pages.)

additional production charges: Please check all that apply.

Late Artwork Submissions:

- Artwork received between May 4 and May 10 \$50
- Artwork received after May 10. per day \$10

Production:

- Minimum charge for production work after artwork submission \$125
- Page design service \$275/page \$450/spread

Traditional Artwork:

- Additional separations (5 included) each \$115
- Silhouetting or vignetting per image \$75
- Image insetting per image \$45
- Black background with reverse type per page \$75
- Reverse type per page \$75
- Process color background per page \$75
- Bleed 4-color background separation per page \$75
- Color tints (1 per page free) per tint \$75
- Position prints each \$20

Upload Ad and Completed Form to <http://serbinproduction.com/di>
Or

Submit 2 copies of this form along with your artwork by May 3, 2012 to:

Serbin Communications, Inc., 813 Reddick Street, Santa Barbara, CA 93103 Attn: DI#29 Production
Tel: 800.876.6425 or 805.963.0439 Fax: 805.560.7648
email: production@serbin.com