



JOURNAL OF COSMETIC SCIENCE (JCS) ADVERTISING RATES

JCS ONLINE ADS*

	1 issue	3 issues**	6 issues**
Full-Page Color Ad on Page 2 Complete Issue	\$ 1,500	\$ 1,425 ea	\$ 1,275 ea
Full-Page Black+White Ad on Page 2 Complete Issue	\$ 1,200	\$ 1,140 ea	\$ 1,020 ea
Full-Page Color Ad on Page 4 Complete Issue	\$ 1,200	\$ 1,140 ea	\$ 1,020 ea
Full-Page Black+White Ad on Page 4 Complete Issue	\$ 1,000	\$ 950 ea	\$ 850 ea
Full-Page Color Ad on Page 6 Complete Issue	\$ 1,000	\$ 950 ea	\$ 850 ea
Full-Page Black+White Ad on Page 6 Complete Issue	\$ 800	\$ 760 ea	\$ 680 ea
Banner Ad (175 X 90 px) *max 6 ads per issue	\$ 550	\$ 522.50 ea	\$ 467.50 ea

*Full-Page JCS Online Ads include:

- Placement in online issue and the printed volume at the end of the year.
- A banner ad (175 X 90 px) on the online page of each issue that contains your company's ad. These ads will be hyperlinked to your designated URL.

JCS END OF YEAR VOLUME PRINT COVERS

Full Page Color Inside Front Cover	\$ 2,250
Full Page B+W Inside Front Cover	\$ 1,950
Full Page Color Inside Back Cover	\$ 2,250
Full Page B+W Inside Back Cover	\$ 1,950
Full Page Color Outside Back Cover	\$ 2,750
Full Page B+W Outside Back Cover	\$ 2,250

Ad Submission Timeline	January/ February Issue	March/ April Issue	May/ June Issue	July/ August Issue	September/ October Issue	November/ December Issue
AD Close Date	1/08/2020	3/13/2020	5/08/2020	7/08/2020	9/07/2020	11/06/2020
Materials Due	1/15/2020	3/20/2020	5/15/2020	7/15/2020	9/14/2020	11/13/2020

To secure advertisement space in the Journal of Cosmetic Science, please contact Latasha Archer at larcher@scconline.org.

**Companies placing ad(s) in multiple issues will be required to make full payment in order to receive the above discounted rates.

JCS Specs

The journal trim dimensions in centimeters are: **17.145 x 24.765**

If you are providing a full-page cover Ad with bleeds, please allow for .3175 cm trim on all sides.

If your Ad does not bleed, typical Ad image dimensions are: 14.6 x 21.6 cm.

File Format

Recommended format is PDF created with high-resolution Post-Script or press-quality export settings from the native application.

Convert PostScript to PDF with Acrobat Distiller 4.0 or higher, set for compatibility to PDF version 1.3, 1.4, or 1.5. If using a standard PDF export setting, PDF/X-1a is a good choice.

Other acceptable formats are EPS and TIFF.

The following source files are accepted and are expected to follow all requirements listed in this document:

- Adobe InDesign
- Adobe Illustrator
- QuarkXPress
- Adobe Photoshop

Additional costs may apply if problems are encountered.

NOTE: when using Adobe Illustrator, it is preferred to have all fonts converted to outlines/paths, and files submitted as EPS files.

Fonts

Use of OpenType fonts is encouraged. Include fonts for any embedded graphics. Do not use Multiple Master fonts. Avoid using Macintosh menu-stylized fonts, Macintosh “city” fonts (Chicago, Geneva, etc.), and Microsoft Outlook fonts (Tahoma, Impact, etc.).

Images

TIFF and EPS files should conform to the following minimum resolution specifications:

- Grayscale and Color images: 300 dpi
- Combination Grayscale and Color images: 600-900 dpi
- Line art (Bitmap) images: 900-1200 dpi

Image resolutions exceeding these minimum requirements are acceptable, but in some cases unnecessary resolution will be discarded to achieve smaller file sizes.

Page Layout

Regardless of the format supplied, all ads must conform to the following specifications:

- Final size must meet journal trim size and include 1/8” bleed image on all four sides.
- Files should include trim marks with a minimum 1/8” setback.
- No content is to be within 1/4” of trim size.
- All fonts and graphics must be either embedded or included with the files and conform to the format types listed above. Images should also conform to the specifications above for minimum image resolution.
- All color ads should be supplied as composite files.
- Reverse type should be no less than 6 pt. Fine lettering (thin lines, serifs) should be restricted to one color.
- DO NOT nest EPS files within EPS files.
- All lines and line art images should be of a minimum .25 pt. thickness at final size to reproduce effectively on press.

Color Management / ICC Profiles

Supplied PDF files should not include ICC Profiles or contain any other form of color management. Any RGB images will be converted to CMYK [U.S. Web Coated (SWOP) v2] using color management. Though most color conversions

JCS Specs

will accurately preserve visual appearance, RGB colors that fall outside of the CMYK gamut may lose vibrancy or visually change.

Total Area Coverage

Total Area Coverage (TAC) of all supplied CMYK images should not exceed 300% for the darkest area of an image.

Spot Colors

Spot colors are to be identified using the standard Pantone naming convention and not a custom color such as "Dark Blue." PMS colors will be converted to process unless otherwise specified.

When using both art and layout programs, make certain spot color naming is consistent in all applications (ex. Do not define both PMS 201CV and PMS 201CVC).

Transparency Effects

Objects using transparency effects should be properly flattened within submitted files so that quality can be evaluated beforehand. Alternately, we can flatten your artwork using high-resolution settings.

Trapping and Screening

Overprints and knockouts should be defined. Files are NOT to be trapped or prescreened. Industry-recognized trapping software is used to auto-trap your files for optimum performance and reproduction on press and will apply the appropriate screening.

Copydot Images

These are images obtained by the specialized scanning of film negatives at very high resolution. All copydot files should be supplied at 2400 dpi. These files must be tested for compatibility prior to submission for production. Type corrections cannot be completed on these types of files.

Proofs

All proofs must be produced from the final file submitted. Proofs must be imaged at 100% scale and in accordance with SWOP specifications. All color ad proofs require a SWOP-certified contract color proof, which includes a SWOP proofing bar or a GATF proof comparator. For a list of current SWOP-approved proofs visit www.swop.org/certification/certmfg.asp, click on Certified Systems & ADS. Desktop inkjet printer proofs do not meet SWOP specifications. Color matching cannot be guaranteed unless an acceptable proof is provided. If a contract color proof is not supplied we will run to standard ink densities and dot gains. Revised proofs must be supplied whenever a text or design change is made. Any alteration to a file will require output of a new proof at cost to the customer. All black and white or grayscale ads supplied require 100% size lasers for confirmation of ad content.

Additional Information

On all submissions, please include all available information:

- Contact name & phone number
- Publication name
- Volume and issue date
- Return address (for return materials)
- Directory listing of supplied media contents
- File type and format

Conformance to Specs

Variances from the above specifications may not yield results that conform to DJS quality control standards.