

## GENERAL SPECIFICATIONS

**Printing Method:** Web Offset

**Binding:** Perfect Bound

**Paper:** Cover printed on 80-lb. coated offset;  
body printed on 40-lb. coated text

**Ink:** SWOP standard and four-color process

**Line Screen:** 133 lines per inch

**TRIM SIZE: 7 3/4" x 10 3/4"**

SIZE	WIDTH X DEPTH
Page (bleed)	8" x 11"
Page (nonbleed)	7 1/4" x 10 1/4"
1/2 page spread (bleed 3 sides)	15 7/10" x 5 3/8"
1/2 page spread trim size	15 1/2" x 5 1/4"
2/3 page	4 1/2" x 10"
1/2 page horizontal	7" x 4 7/8"
1/2 page island	4 1/2" x 7 3/8"
1/3 page vertical	2 1/4" x 10"
1/3 page square	4 1/2" x 4 7/8"
1/4 page	3-3/8" x 4-7/8"

## DIGITAL AD SPECIFICATIONS

Please contact the publication's Production Manager when files are submitted.

**PDF Format:** Advertisers are encouraged to submit PDF files prepared for press-optimized printing in CMYK color mode with fonts embedded. For an Acrobat Distiller job-options file and more information on creating acceptable PDF files, visit [www.pentondigitalads.com/penton\\_creating\\_pdf\\_files.shtml](http://www.pentondigitalads.com/penton_creating_pdf_files.shtml).

**Preferred Applications:** Ad layouts should be created using either InDesign® or QuarkXpress™. Provide all supporting graphics and fonts with application files.

**Proofs:** Minimal requirement: a text and element proof to assist in preflighting digital ad files. For critical color match, digital halftone proof required (i.e. Kodak Approval, Dupont Digital Waterproof, Fuji FirstProof, etc.). Accurate color reproduction can not be guaranteed without an accompanying SWOP-certified proof.

**Photo Elements:** 300dpi, actual size; CMYK color model; .tif or .eps format.

**Color Tone Values:** To avoid over-saturation of ink, the total combined value of CMYK colors should not exceed 300% (i.e. C=100, M=100, Y=50, K=50). Any one color with a required value of over 85% should be made solid. Color Mode: Convert to CMYK prior to submission as color shifts may occur. Ads received in RGB color mode will be converted to CMYK.

**Fonts:** When submitting application files, include screen and printer fonts. For illustrations, it is recommended to convert text to outlines, however outline text cannot be altered.

**Lettering:** Reproduce all reverse lettering with minimal colors. Type smaller than 8-point with fine serifs should be avoided.

**Media:** email, CD or FTP upload through [www.pentondigitalads.com/upload.aspx](http://www.pentondigitalads.com/upload.aspx).

**Inserts:** Contact your Sales Representative for rates, production specifications and shipping instructions.

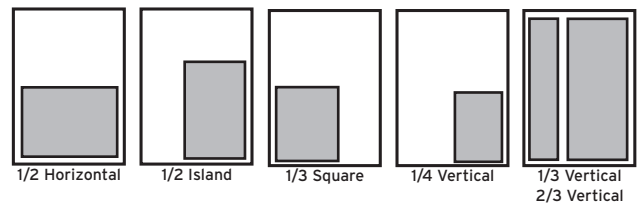
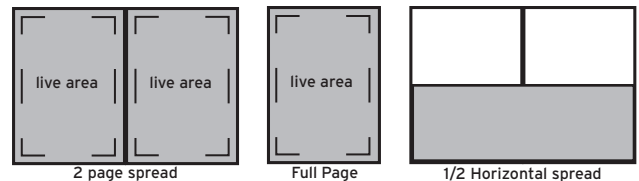
## PRODUCTION SPECIFICATIONS

For complete guidelines and file delivery information visit

[www.pentondigitalads.com](http://www.pentondigitalads.com) or contact the publication's Production Mgr.

Send all digital ad materials to:

Melissa Langstaff, NREI, 9800 Metcalf Avenue, Overland Park, KS 66212; email: [melissa.langstaff@penton.com](mailto:melissa.langstaff@penton.com); phone: 913-967-1765; fax: 913-514-6821.



**Safety:** Keep all live matter 1/4" in from trim on all sides

## ONLINE AD TECHNICAL SPECIFICATIONS

Send all online materials to Online Ad Operations Coordinator: Jimena Canacari; email: [jimena.canacari@penton.com](mailto:jimena.canacari@penton.com). \* More detailed specs available upon request.

### WEBSITE ONLINE

**Formats Accepted:** GIF, Animated GIF, JPEG, HTML, Flash, Unicast, PointRoll, Eyeblander, Enliven, Bluestreak, Motif. (Will accept for testing: DHTML, Audio, Real, Shoskeles) **Non-Accepted Formats:** Java, Java Applet, Video.

**Image Dimensions and File Sizes:** 728x90, 300x250, 180x150, 125x125; 35K max file size.

**Frames and Looping:** Max frames = 4, Looping = 3 times.

**3rd Party Ad Serving:** Most 3rd Party Ad tags including DART, Atlas, Bluestreak, and Mediafarm accepted. All 3PAS must be accompanied by anti-caching documentation. ALL Rich Media must be accompanied by a standard GIF for use as fall back for non-Rich Media enabled browsers. Standard turn-around time for creative is three business days for non-Rich Media and five business days for Rich Media. All Rich Media must include a target=blank command that will launch a new browser.

### e-NEWSLETTERS

**Formats Accepted:** JPEG/GIF (Animated or static) files only. No Rich Media or Flash.

**Image Dimensions and File Sizes:** 468x60, 300x250; 35K max file size.

**Frames and Looping:** Max frames = 4, Looping = 3 times.

**3rd Party Ad Serving:** Most 3rd Party Ad tags accepted. 3rd Party Ad tags for e-newsletters must be standard IMG SRC and HREF tags only. All 3PAS must be accompanied by anti-caching documentation. Materials are due three business days prior to e-newsletter blast.