

# Mechanical Specifications

**Printing Method:** Web offset

**Binding:** Perfect Bound

**Paper:** Covers are printed on 70-lb coated paper. Inside pages are printed on 38-lb coated paper.

**Inks:** SWOP Standard 2-color and 4-color inks will be used.

Furnished proofs should use these inks.

**Digital Ad Materials:**

**Photos:** 300 dpi, actual size, CMYK color model. Tif or .eps

**Illustration:** Save .eps with color preview. Line art resolutions at least 800 dpi. CMYK color model. Recommend including original application file.

**Layouts:** Quark, Adobe In Design or Adobe PageMaker preferred. Please use application preflighting, and include placed graphics and fonts. Laser printout of file is REQUIRED.

**Art:** Send all supporting illustration and photo files.

**Fonts:** Send screen and printer fonts for use in producing the ad. On illustrations, it is recommended to convert text to curves before saving as .eps.

**Media:** Mac or IBM CD, Zip 100, floppy or electronic transmission by e-mail or FTP.

**Film:** Complete original screened film negatives preferred; right reading, emulsion side down. Screened positives, right reading with emulsion side up, are also acceptable. Film must be clear base and dimensionally stable of identical gauge (.004 is recommended). Film should be supplied in one piece per color and identified by color and kind (i.e. black, positive). No etching or hand color corrections should be made on film. All opaquing should be done on the non-emulsion side. Film should be hard dot. No camera or etched film is acceptable.

**Shipment of materials:** All insertion orders, advertising materials and correspondence pertaining to advertising should be shipped to:

Advertising Production Coordinator

Publication Title

Primedia Business Magazines and Media

9800 Metcalf Avenue

Overland Park, KS 66212

USA

(913) 967-1300

Furnished pre-printed materials should be shipped pre-paid to:

Publication Title/Issue Date

c/o Quebecor World Pendell

1700 James Savage Road

Midland, MI 48640

1-517-496-3333

Conversion of all other materials will be billed to advertiser at publisher's cost.

## 2-COLOR AND BLACK & WHITE REQUIREMENTS

**Standard Second Colors:** Red, yellow, blue, green and orange. For metallic-sheen or fluorescent inks, submit color layout for approval before finished art is prepared. Halftone screen areas cannot be used for metallic or sheen inks. Avoid fine lines and small reverse type. When overprinting metallic ink, areas larger than 1/32" (.08 cm) should be removed from metallic color to prevent poor trapping of regular ink on metallic.

**Screen:** Not more than 133-line screen is recommended.

**Register:** Film for 2-color ads should have four center register marks located 1/4" (.64 cm) outside trim area. Register marks should be "line" copy at least 1/2" (1.3 cm) long and should not exceed .003" in width or weight. Film should be in one piece per color in exact register.

**Density:** For 2-color printing, the sum percentages of tone values in any given area should not exceed 160%, a required value of 85% should be made solid. Black and white halftones should be included with an 80-85% shadow dot and a 5% highlight dot.

## FOUR-COLOR REQUIREMENTS

**Color Rotation:** Black, cyan, magenta, yellow, printed four-color wet.

**Screen:** 133-line recommended for all colors.

**Register:** Film for four-color ads should have four center register marks located 1/4" (.64 cm) outside trim area. Register marks should be "line" copy at least 1/2" (1.3 cm) long and should not exceed .003" in width or weight. Film should be one piece per color in exact register.

**Density:** In 4-color wet printing, the sum percentages of tone values should not exceed 265%, and no more than one solid color should be used. The maximum screened tone valued for any one color should be 85%; a required valued over 85% should be made solid. Four-color films should be made with the least amount of overprinting possible to avoid excessive mixing of inks. Do not use four colors if three or less can give the same effect.

**Lettering:** Thin lines, fine serifs and medium or small lettering should be restricted to one color. Reproduce all reverse lettering with a minimum of colors, using key color for shape of letters and making lettering in subordinate colors larger than key color to reduce register problem. Smaller than 10 point letters with fine serifs are not practical and should be avoided, as publisher will not accept responsibility for bad register. In surprinting, use a screen of not more than 30% density for the background where type is surprinted.

**Proofing:** Supply either Matchprints™ or Cromalin® proofs with color bars pulled from supplied film on publication grade stock. SWOP standards apply. Color keys or laser printer proofs are not acceptable as proofs. If no proof is supplied, reproduction quality will be at the advertiser's risk.

**Furnished Inserts:** Preprinted inserts should be furnished as 8-1/8" (20.64 cm) x 11 1/16" (28.10 cm). When perfect bound, inserts will trim 3/16" (48 cm) from head, 1/8" (32 cm) from gutter, face and foot. Keep critical matter 1/4" (64 cm) from all sides. Inserts greater than two pages should be furnished folded. Consult advertising production coordinator for maximum stock weight, required quantities, and glue tipping and magna stripping options and specifications.

**Terms of Sale:** Net thirty days from the date of invoice. Advertisers billed at special contract rates based on frequency who fail to fulfill the contract will be rebilled to reflect the actual rate earned.

**Short Rates:** Advertisers billed at special contract rates based on frequency, who fail to fulfill the contract, will be billed for the difference to reflect the actual rate that was earned.

**Agency Commission:** 15% of gross billing allowed to recognized advertising agencies on space, color, bleed and position only, provided account is paid within 30 days of invoice date.

Advertiser's material must be camera-ready to qualify for agency commission. Advertiser and advertising agency are jointly and severally liable for payment. Primedia will not release any advertising agency from liability even if a sequential liability clause is included in the contract. Insertion order, purchase order, etc., containing sequential liability clauses will not be accepted. Agency commissions are payable provided that the account is paid within the stated terms of sale.

**Copy & Contract Conditions:**

- A. All advertisements are accepted and published entirely on the representation that the agency and/or advertiser are properly authorized to publish the entire contents and subject matter thereof. It is understood that, in consideration of the publication of advertisements, the advertiser and/or agency will indemnify and hold the Publisher harmless from and against any claims or suits for libel, violation or rights or privacy, plagiarism, trademark and copyright infringement, and other claims based on the contents or subject matter of such publication.
- B. The Publisher reserves the right to reject any and all advertising which the Publisher feels is not in keeping with the publication's standards, policies and principles.
- C. The Publisher reserves the right to add the work "Advertisement" at the top and/or bottom of, or anywhere within any page, that in the Publisher's sole judgement, too closely resembles editorial pages of the publication.
- D. The Publisher will not be bound by any conditions printed or otherwise, appearing on any order blank, insertion order or contract when they conflict with the terms or conditions of this rate card, or any amendment thereof.
- E. The Publisher shall not be subject to any liability whatsoever for any failure to publish or circulate all or any part of any issue or issues due to strikes, work stoppages, accidents, fires, acts of God or any circumstances not within the control of the Publisher.
- F. The Publisher is not responsible for the accuracy of any corrections or changes made to any advertiser's materials.

**Ad Space Dimensions**

<b>Space Size</b>	<b>Width</b>	<b>Depth</b>
1 page	7" (17.8 cm)	10" (25.4 cm)
2/3 page	4-5/8" (11.7 cm)	10" (25.4 cm)
1/2 island	4-5/8" (11.7 cm)	7-3/8" (18.7 cm)
1/2 horizontal	7" (17.8 cm)	4-7/8" (12.4 cm)
1/2 vertical	3-3/8" (8.6 cm)	10" (25.4 cm)
1/3 vertical	2-1/4" (5.7 cm)	10" (25.4 cm)
1/3 horizontal	7" (17.8 cm)	3-1/4" (8.2 cm)
1/3 square	4-5/8" (11.7 cm)	4-7/8" (12.4 cm)
1/2 standard	3-3/8" (8.6 cm)	4-7/8" (12.4 cm)
1/6 vertical	2-1/4" (5.7 cm)	4-7/8" (12.4 cm)
1/6 horizontal	4-5/8" (11.7 cm)	2-3/8" (5.9 cm)
Publication trim size	7-7/8" x 10-3/4"	(20 x 27.30 cm)
Type page	7" x 10"	(17.8 x 25.4 cm)
Column width	2-1/4" (5.72 cm)	

**Live Area:** While we do not state a "live" dimension, Primedia strongly recommends that any critical copy - text or image - be kept to a minimum of 1/4" from all trim edges.

**Gutter Allowance:** For two-page spreads we do not require film to include a gutter allowance, however we strongly recommend that any copy should be positioned a minimum of 1/8" out from both sides of the spread center mark.

**Specifications for Bleed**

Single page bleed	8-1/8" x 11" (20.63 x 28 cm)
Two page spread, bleed	16" x 11" (40.64 x 28 cm)

**Product Source Tabloid**

<b>Space Size</b>	<b>Width</b>	<b>Depth</b>
Tabloid spread	20-1/2" (52.1 cm)	15-1/8" (38.4 cm)
Tabloid page	10-1/4" (26 cm)	15-1/8" (38.4 cm)
Standard page	7" (17.8 cm)	10" (25.4 cm)
2/3 page	4-5/8" (11.7 cm)	10" (25.4 cm)
1/2 island	4-5/8" (11.7 cm)	7-3/8" (18.7 cm)
1/2 horizontal	7" (17.8 cm)	4-7/8" (12.4 cm)
1/2 vertical	3-3/8" (8.6 cm)	10" (25.4 cm)
1/3 vertical	2-1/4" (5.7 cm)	10" (25.4 cm)
1/3 square	4-5/8" (11.7 cm)	4-7/8" (12.4 cm)
1/4 standard	3-3/8" (8.6 cm)	4-7/8" (12.4 cm)
1/6 vertical	2-1/4" (5.7 cm)	4-7/8" (12.4 cm)
1/6 horizontal	4-5/8" (11.7 cm)	2-3/8" (5.9 cm)

Publication trim size	10-7/8" x 15-3/4"
Type page	10" x 14-3/4"
Column width	2-3/16"

**Specifications for Bleed**

Single page bleed	11-1/8" x 16" (28.3 x 41.3 cm)
Two facing pages, bleed plates	22" x 16" (56.2 x 41.3 cm)

**Ad Sizes**

