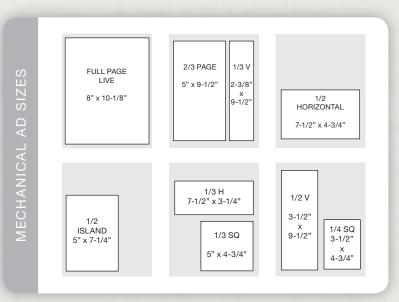
# **PRODUCTION SPECS**

#### MECHANICAL SPECS—THE MAGAZINE

PROMO is manufactured CTP (Computer-To-Plate). Therefore, Advertising materials must arrive in an electronic format.

## Full Page: 8-1/2" x 10-7/8" Trim Size



Cover Gatefold: See cover gatefold specification sheet or contact advertising production manager. Note Regarding Spreads: On ROP or insert spreads, allow for the spine trim of 1/4" (1/8" each side of center). Be sure to design for appropriate gutter clearance. Allow 1/4" (1/8" each side) for critical image and type across spreads.

**Space Unit Size In Inches:** Space can be used only in the above sizes. Space exceeding size indicated in any direction is considered bleed except for gutter bleeds in spread.

### **General Specifications**

- > Printing Method: Web Offset
- Binding: Perfect Bound
- > Paper: Cover printed on 70-lb. coated offset; text printed on 36-lb. coated groundwood finish
- > Ink: SWOP standard and four-color process

### **Display Ad Sizes**

Width x Depth

Full page bleed:	8-3/4" x 11-1/8"
1_0	
Full page live:	8" x 10-1/8"
2/3 page:	5" x 9-1/2"
1/2 island:	5" x 7-1/4"
1/2 V page:	3-1/2" x 9-1/2"
1/2 H page	7-1/2" x 4-3/4"
1/3 SQ page:	5" x 4-3/4"
1/3 V page:	2-3/8" x 9-1/2"
1/3 H page	7-1/2" x 3-1/4"
1/4 SQ page:	3-1/2" x 4-3/4"

### **Shipping Instructions:**

Send all contracts, orders, insertion instructions, advertising material, and correspondence to:

Production Coordinator
PROMO Magazine
9800 Metcalf Ave.
Overland Park, KS, 66212

diane.straughen@penton.com

Phone: (913) 967-1814 Fax: (913) 967-1629



For complete preparation guidelines and file delivery information, please contact the publication Production Coordinator.

### **Digital Ad Specifications**

**PDF Format:** Advertisers should submit PDF and PDF/X1-A files that are prepared for press-optimized printing in CMYK with fonts embedded. For an Acrobat Distiller job-options file and more information on creating acceptable PDF files, contact the Production Coordinator. PDF files lack the ability to be edited or altered (i.e. phone number, address, etc.)

**Preferred Applications:** Ad layouts should be created using either QuarkXPress™; or Adobe InDesign®. If submitting application files, provide all supporting graphics and fonts.

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

**Photos:** 300 dpi, actual size; CMYK color model; .tif or .eps format; no JPEG compression.

**Line Art/Text:** 600 dpi minimum; CMYK color model; .eps or .tif format with color preview. In Photoshop, black text should be created in black channel only to avoid registration problems.

**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 over 85% should be made solid.

**Color Mode:** Ads should be converted to CMYK prior to submission as color shifts may occur. Ads received in RGB color will be converted to CMYK.

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

**Lettering:** Reproduce all reverse lettering with a minimum of colors. Avoid type smaller than 8 point with fine serifs.

#### **Media Options:**

Mac or IBM CD, Zip 100, or floppy

FTP Upload: ftp://ftpserver2.penton.com/adclient/Promo e-mail: diane.sraughen@penton.com.

#### **Inserts**

Contact advertising representative for rates, production specs and shipping instructions.

## Online Ad Technical Specifications

More detailed specs available upon request

#### WEBSITE:

Formats currently accepted: GIF, Animated GIF, JPEG, HTML, Flash, Unicast, PointRoll, Eyeblaster, Enliven, Bluestreak, Motif

Will accept for testing: DHTML, Audio, Real, Shoskeles

Non-accepted formats: Java, Java Applet, Video

3rd Party Ad Serving (3PAS): We will accept most 3rd Party Ad Tags including DART, Atlas, Bluestreak and Mediafarm. All 3PAS must be accompanied by anti-caching documentation.

Dimensions and file sizes: 728x90, 336x280, 160x600: 35K

Frames and Looping: Maximum frames = 4; Looping = 3 times

Materials Due: 2 business days prior to posting for banner ads and 5 days prior to posting for rich media ads. Include referring URL and altenate text with instructions.

#### **ENEWSLETTERS:**

Currenty accepted: GIF, Animated GIF, JPEG

Non-accepted formats: Java, Java Applet, Video, HTML, Flash, Unicast, PointRoll, Eyeblaster, Enliven, Bluestreak, Motif

3rd Party Ad Serving: We will accept most 3rd Party Ad Tags. 3rd Party Ad tags for enewsletters must be standard IMG SRC and HREF tags only. All 3PAS must be accompanied by anti-caching documentation.

Dimensions and file sizes: 468x60, 120x240, 120x600, 105x25: 30K

Materials due: 3 business days prior to enewsletter blast. Include referring URL and alternate text with instructions.

Cancellation policy: Banners, sponsorships, and enewsletters require a 2-week written cancellation notice.

