

**Bloomberg
Businessweek**

**2011
PRODUCTION
SPECS**

PRODUCTION SPECS PRINT

Here you'll find the production specs for Bloomberg Businessweek Global Edition. Please contact issue manager Carol Nelson 212-617-2576 for extension requests. Alternate contacts: Steve DiSalvo 212-617-1782 or Jim Delahanty 212-617-1781.

FAST CLOSE: LIMITED AVAILABILITY. PLEASE CONTACT ISSUE MANAGER FOR DETAILS.

- > Bloomberg Businessweek Global Edition: Up to 24 hours prior to mailing and newsstand shipment
- > Bloomberg Businessweek Regional and Metro Editions: Friday prior to the week issue prints

Restrictions:

- > Page or spread ads only
- > No split runs
- > No pantone colors

INSERTION ORDERS

Insertion orders are binding after closing dates. No cancellations accepted after this date. Please email your insertion orders to bworders@bloomberg.com

GENERAL FILE REQUIREMENTS

- > Each file should contain only one page or one spread.
- > Line screen: 133 lines per inch (54 lines per centimeter)
- > Screen angles used (unless otherwise requested on disk label): C-15%, M-45%, Y-90%, K-75%
- > All required trapping should be done prior to creating the file.
- > Color traps: .08mm/0.144pt and black overprint set when necessary
- > Include quality control patch (color bars) within maximum dimension of ad file.
- > All marks (trim, bleed, center) should be included in all colors.

FILE FORMAT

- > PDF/X-1a:2001
- > Scanned images must be high-resolution (300 dpi), CMYK (no spot colors, RGB, LAB, or ICC color profiles), and saved in TIFF or EPS format. (Note: Final output of all Bloomberg Businessweek pages will be at 2400dpi/0.488dpm.)
- > All fonts must be included and be Type 1 or 3 (no Truetype).

PROOF REQUIREMENT

- > 4 for Bloomberg Businessweek Global Edition
- > 2 for each Regional Edition
- > 2 for each Metro Edition



PRODUCTION SPECS PRINT (CONT.)

ADDITIONAL NOTES:

- > Laser proofs (color or black and white) are acceptable for content proofs only.
- > Contract quality Press, Offpress, and Digital (halftone and continuous tone) proofs are acceptable for color guidance on press. Examples of preferred SWO-certified proofs can be found on the SWOP website at <http://www.swop.org>
- > Supply color guidance proof that matches supplied digital ad file. If there are discrepancies between the supplied digital ad file and supplied proof, Bloomberg Businessweek will print what is on the digital ad file. Ads without a complete set of color guidance proofs will be accepted at the advertiser's risk.
- > Bloomberg Businessweek will maintain ad files and proofs for seven months.

TECHNICAL SUPPORT

For file preparation and technical support in the U.S. and Canada contact Quad/Imaging:
David Chapnick 212-672-2681

MECHANICAL SPECIFICATIONS

FINAL TRIM: 7⁷/₈" x 10¹/₂" 200mm x 266mm

LINE SCREEN: 133 lines per inch (54 lines per centimeter)

LIVE MATTER SAFETY: 3⁸/₈" (9mm) all 4 sides

1⁸/₈" (3mm) total gutter safety = 1¹⁶/₁₆" (1.5mm) on each side

Please note: Headlines across gutter should be set so that words, rather than letters, are split.

| AD UNIT | AVAILABILITY | NON-BLEED/SAFETY WIDTH X DEPTH | TRIM WIDTH X DEPTH | BLEED WIDTH X DEPTH |
|---------------------|--------------|--|--|---|
| 2-page spread | BW Global | 15" x 9 ³ / ₄ " 381mm x 248mm | 15 ³ / ₄ " x 10 ¹ / ₂ " 400mm x 266mm | 16" x 10 ³ / ₄ " 406mm x 273mm |
| 1 page | BW Global | 7 ¹ / ₈ " x 9 ³ / ₄ " 181mm x 248mm | 7 ⁷ / ₈ " x 10 ¹ / ₂ " 200mm x 266mm | 8 ¹ / ₈ " x 10 ³ / ₄ " 206mm x 273mm |
| 1/2 page spread | BW Global | 15" x 4 3 ⁸ / ₈ " 381mm x 111mm | 15 ³ / ₄ " x 5 ¹ / ₈ " 400mm x 130mm | 16" x 5 3 ⁸ / ₈ " 406mm x 137mm |
| 2/3 page vertical | BW Global | 4 ¹ / ₄ " x 9 ³ / ₄ " 108mm x 248mm | 5" x 10 ¹ / ₂ " 127mm x 266mm | 5 ¹ / ₄ " x 10 ³ / ₄ " 133mm x 273mm |
| 1/2 page horizontal | BW Global | 7 ¹ / ₈ " x 4 ³ / ₈ " 181mm x 111mm | 7 ⁷ / ₈ " x 5 ¹ / ₈ " 200mm x 130mm | 8 ¹ / ₈ " x 5 ³ / ₈ " 206mm x 137mm |
| 1/3 page vertical | BW Global | 1 ⁷ / ₈ " x 9 ³ / ₄ " 48mm x 248mm | 2 ⁵ / ₈ " x 10 ¹ / ₂ " 67mm x 266mm | 2 ⁷ / ₈ " x 10 ³ / ₄ " 73mm x 273mm |



PRODUCTION SPECS PRINT (CONT.)

MATERIAL REQUIREMENTS

All ad files should be uploaded to www.adshuttle.com/businessweek. If supplied proofs are required, please send to the following address:

Quad Graphics

3 Times Square - 14th Floor
New York, NY 10036
Attn: David Chapnick
212-672-2681
David.Chapnick@qg.com

GLOBAL EDITION

Digital file plus four contract/halftone dot SWOP certified color proofs. If proofs are not submitted, Bloomberg Businessweek will print to SWOP standards.

REGIONAL, STATE, AND METRO EDITIONS

Digital file plus two contract/halftone dot SWOP certified color proofs for each region (spread and full page only).

PRODUCTION CONTACTS

Carol Nelson

212-617-2576
cnelson26@bloomberg.net

Steve DiSalvo

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Jim Delahanty

212-617-1781
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PRODUCTION SPECS DIGITAL

STANDARD/RICH MEDIA AD SPECS

| CREATIVE SIZE | GIF/JPG/SWF MAX FILE SIZE | RICH MEDIA INITIAL LOAD | RICH MEDIA POLITE LOAD | EXPANSION DIMENSIONS | EXPANSION DIRECTION | ANIMATION TIME | LOOPING |
|---------------|--|-------------------------|------------------------|----------------------|---------------------|----------------|---------|
| 728x90 | 20k | 30k | 75k | 728x270 | Down | :30 | 4x |
| 300x250 | 20k | 30k | 75k | 500x500 | Left | :30 | 4x |
| 300x600 | 30k | 40k | 75k | 500x600 | Left | :30 | 4x |
| 120x60 | 5k | 5k | 5k | 120x150 | Down | :30 | 4x |
| 236x895 | 30k | 40k | 40k | n/a | n/a | :30 | 4x |
| 468x60 | 20k | 30k | 30k | n/a | n/a | :30 | 4x |
| 300x100 | 20k | 30k | 30k | n/a | n/a | :30 | 4x |
| 234x60 | 20k | 30k | 30k | n/a | n/a | :30 | 4x |
| Text Link | Max 200 characters which must include a link of no more than 60 characters | | | | | | |

RICH MEDIA USER INTERACTION/APPROVED VENDORS

- > All expanding units must run through third party tags
- > For all expanding 728x90 units, the z-index must be in the range of 900-10,799
- > Expansion on mouse-over requires collapse on mouse-off, expansion on click requires click to collapse
- > Mouse-over hotspot expansion must not exceed 50% of the total space
- > A visible close button is required on every expandable ad panel
- > Any expanding ad that will cover editorial content must be approved prior to launch
- > All audio must be user-initiated on click
- > Video can be host initiated and must include play, pause/stop and audio buttons
- > Third party report access (username/password) is required upon launch
- > Approved third party vendors: Atlas, MediaPlex, DFA, BLueStreak, Unicast, PointRoll, EyeWonder, MediaMind, KlipMart, Interpolls, TangoZebra, Linkstorm
- > Approved creative types: DHTML, JavaScript, iFrame, Internal Redirects
- > One week is required to test new vendors or ad servers not listed above
- > Fourth party ad serving is not allowed



PRODUCTION SPECS DIGITAL (CONT.)

FLASH SPECS

- > Accepted versions: through Flash 10
- > All .swf files must be accompanied by a back up image and click through URL
- > Frame rate: max 20 FPS
- > ClickTag must contain the following AS2 code:
on (release) {
 getURL(_level0.clickTag, "_blank");}

GENERAL AD PRODUCT INFORMATION

- > All ad units must open a new browser window upon click
- > Bloomberg Businessweek reserves the right to reject any insertion, graphic, text or URL
- > Ads should not rewrite the title tag or URL and cannot interact with any content
- > Ads with faux functionality will not be accepted
- > Standard creative assets are to be provided within spec 3 business days prior to launch
- > A 1 pixel border must surround the entire ad including expanded panels to ensure separation from edit
- > Ads should not modify any of Bloomberg Businessweek's existing DOM elements by means of adding inline styles, changing or setting ID's, or by adding/removing a class value. Ads should not add or remove any DOM elements outside of the DOM element that it is called into.



PRODUCTION SPECS DIGITAL (CONT.)

HIGH IMPACT AD SPECS

| CREATIVE SIZE | GIF/JPG/SWF MAX FILE SIZE | RICH MEDIA INITIAL LOAD | RICH MEDIA POLITE LOAD | EXPANSION DIMENSIONS | EXPANSION DIRECTION | ANIMATION TIME | LOOPING |
|-----------------------|---------------------------|-------------------------|------------------------|----------------------|---------------------|----------------|---------|
| Pushdown 980x66 | 60k | 100k | 100k | 980x418 | Down | :10 | 1 |
| Prestitial 640x480 | 50k | 75k | 75k | n/a | n/a | :10 | 1 |

Pushdown Information

- > Must run through third party tag
- > Expansion: Auto expansion is frequency capped at 1 per user per day. Subsequent expansions must be user initiated on click
- > Duration: 10 seconds on frequency capped auto expansion, 30 seconds max for subsequent user initiated expansions
- > Must contain a clearly defined expand and close click button
- > User initiated expansion on rollover is not allowed
- > May include video functionality
- > All audio must be user initiated on click
- > Creative is to be provided within spec 10 business days prior to launch

Prestitial Information

- > Advertiser must provide a tag or raw assets which include a 640x480 .jpg/.gif and/or Flash (.swf) file, source (.fla) file, fonts and creative direction
- > Accepted video formats (max 2MB): AVI, MPEG, MOV, WMV, FLV with backup image (note the FLV cannot be resized)
- > All audio must be user initiated on click
- > Duration: 15 seconds
- > Frequency: 1 per day per user
- > Creative is to be provided within spec 10 business days prior to launch



PRODUCTION SPECS DIGITAL (CONT.)

AUDIO/VIDEO AD SPECS

BLOOMBERG BUSINESSWEEK PRE-ROLL

| CREATIVE SIZE | FORMAT | MAX FILE SIZE | RATIO | MINIMUM BITRATE | ACTION SCRIPT | MAX DURATION | LOOPING |
|---------------|--------|---------------|-------|-----------------|---------------|--------------|---------|
| Preroll | .flv | 5MB | 4:3 | 600 kbps | 2 | :15 | 1 |

Pre-Roll Information

- > Must be site served
- > Third party tracking pixels can be inserted in the beginning, middle and end if necessary
- > 728x90 and 300x250 companion ad specs are listed under “Standard/Rich Media Ad Specs”

BLOOMBERG BUSINESSWEEK VIDEO NETWORK PRE-ROLL

| CREATIVE SIZE | FORMAT | MAX FILE SIZE | RATIO | MINIMUM BITRATE | ACTION SCRIPT | MAX DURATION | LOOPING |
|-----------------|--------------|-------------------------|-------|-----------------|---------------|--------------|---------|
| Network PreRoll | .flv or .mov | .flv 2.5MB .mov 20MB | 4:3 | 600 kbps | 2 | :15 or :30 | 1 |
| 300x250 | .fla | 50K | n/a | n/a | 2 | :05 | 1 |

Network Pre-Roll Information

- > The 300x250 .fla must accompany the Preroll; the Preroll cannot run without it
- > The synched 300x250 is morphed into a single unit with the pre-roll
- > Only one third party tracking pixel and one click through URL is accepted
- > Audio size is 64kbps/44khz
- > To guarantee correct font replication:
 - > Completely break apart each editable line of text in .fla (ctrl + B, twice)
 - > Provide all fonts in a zipped folder

PODCAST SPECS

- > Accepted format: .wav
- > Record at 192kb/sec or greater quality
- > File size: 200k minimum
- > Animation: 15 seconds max
- > 728x90 and 300x250 companion ads specs are listed under “Standard/Rich Media Ad Specs”



PRODUCTION SPECS DIGITAL (CONT.)

NEWSLETTER AND EMAIL OFFER SPECS

BLOOMBERG BUSINESSWEEK NEWSLETTERS

HTML Version:

- > 728x90 and 300x250 .gif/.jpg (max20k) with click through URL
- > No third party tags, rich media or impression tracking pixels are accepted

Text Version:

- > 6 lines, including URL, written as 72 characters per line
- > **NOTE:** Our newsletter vendor, AIG, redirects URLs in order to track clicks for the given ad. The appearance of the URL will change, but the destination will remain the same. We will assume that the URL can be physically altered unless otherwise noted by the advertiser.

BLOOMBERG BUSINESSWEEK EMAIL OFFERS

HTML Version:

- > Font tags only; style sheets are not accepted
- > Animated or static images only
- > HTML coding compatible for IE and FF
- > Create files for IE 7+, Firefox 3.0+, Outlook 2007 (85kb max file size)
- > Table width: max 765 pixels
- > Images are accepted in a separate zip file (Bloomberg Businessweek will host or redirect images unless otherwise instructed)
- > Include a test list and seed list with creative files
- > An opt-out clause with an email address or link to an unsubscribe page must be provided by the client. The client is also responsible for maintaining a suppression list of any user that requests to opt-out. This is in addition to Bloomberg Businessweek's opt-out clause and is in accordance with the FTC's CAN-SPAM laws.

Text Version:

- > Format text exactly as it is to appear including spaces and new lines
- > Provide as a simple text file (.txt) with links included
- > Length and file size are unlimited
- > **NOTE:** Our newsletter vendor, AIG, redirects URLs in order to track clicks for the given ad. The appearance of the URL will change, but the destination will remain the same. We will assume that the URL can be physically altered unless otherwise noted by the advertiser.



PRODUCTION SPECS DIGITAL (CONT.)

MOBILE SPECS

| HANDSET | CREATIVE SIZE | GIF/JPG/PNG MAX FILE SIZE | MAX COLORS | MAX TEXT CHARACTERS |
|---------|---------------|------------------------------|------------|---------------------|
| Small | 120 x20 | 1K | 16 | 10 |
| Medium | 168 x 28 | 2K | 16 | 12 |
| Large | 216x36 | 3K | 16 | 18 |
| X-Large | 300x50 | 5K | 16 | 24 |

TEXT WITH IMAGE: WAP 1.0 IMAGE SPECS

- > Dimension: 80x15
- > Color: black and white
- > File Size: <200 bytes
- > Format: WBMP

TEXT WITH IMAGE: WAP 2.0 IMAGE SPECS

- > Dimension: 96x25
- > Color: 16 colors
- > File Size: <800 bytes
- > Format: .gif/.jpg

MOBILE APPLICATION SPECS

- > Banner image ads: 300x50 and 216x34 (6:1) max file size: 5k
- > Text: Title (max 40 characters)
- > Text: Message (max 125 characters)

