

ADWEEK MATERIAL REQUIREMENTS

2011/2012

SPECIFICATIONS FOR ADWEEK

SUBMIT YOUR

PDF/X-1A: 2001 AD FILES
VIA OUR AD PORTAL AT
ads.AdweekMedia.com

FOR QUESTIONS, CONTACT

Cindee Weiss at (212) 493-4233
or Eileen Cotto at (212) 493-4228.

ADWEEK Production Dept
770 Broadway, 7th floor

GENERAL INFORMATION

Materials are due 8 business days prior to issue date. Insertion orders must accompany material.

AD SUBMISSIONS

Submit PDF/X-1a:2001 advertising materials through our ad portal at ads.AdweekMedia.com

- Create a user account
- Select "Submit a New Ad"
- Select publication
- Select ad parameters
- Complete the job ticket and attach your PDF/X1-a:2001 file(s) and hit the Upload File button
- Please allow for file(s) to complete processing
- Review and approve your submission
- Receive an automated e-mail tied to preflight results that will include a preview (low res) of your file and a preflight report.
- File naming: Publication abbreviation, issue date and ad name.
 - Example: ADWEEK_1005_MSNBC.pdf
 - Do not exceed 20 characters in the naming convention.

E-mailed ad submissions are NOT acceptable.

Publication Trim: 9" x 10.875"

Keep copy ¼-inch from final trim size

Printing: Covers and body forms manufacture heat-set web offset

Binding: Saddle Stitched. Inserts jog to the head.

ADVERTISING UNIT DIMENSIONS:

SINGLE PAGE	Bleed	9.25"x 11.125"	1/2 Page V.	Bleed	4.625" x 11.125"	
	Trim	9"x 10.875"		Trim	4.5" x 10.875"	
	Safety	1/4" from page trim		Live Area	4.25" x 10.375"	
	Live Area	8.5" x 10.375"				
SPREAD			1/2 Page H.	Bleed	9.125" x 5.25"	
	Bleed	18.5"x 11.125"		Trim	9" x 5.125"	
	Trim	18" x 10.875"		Live Area	8.5" x 4.875"	
	Safety	1/4" from page trim				
1/2 PAGE SPREAD			1/3 Page V.	Trim	3.125" x 10.875"	
	Live Area	17" x 10.375"		Live Area	2.875" x 10.375"	
	Bleed	18.5"x 5.25"		1/3 Page Sq.	Trim	5.375" x 5.375"
	Trim	18"x 5.125"			Live Area	4.875" x 4.875"
Live Area	1/4" from page trim					
2/3 PAGE V.	Bleed	5.5" x 11.125"	1/3 Page H.	Trim	9" x 3.125"	
	Trim	5.375" x 10.875"		Live Area	8.5" x 2.625"	
	Live Area	4.875" x 10.375"				

INSERTS

CONTACT Cindee Weiss at (212) 493-4233 for specifications.

DIGITAL ADVERTISING SPECIFICATIONS (PRINT)

Ad materials are to be supplied as digital files in the preferred PDF/X-1a:2001 format.

To match the color expectations of our advertisers, Prometheus Global Media requires the PDF/X-1a:2001 file for-mat and a SWOP proof for each ad submitted. Advertiser/agency accepts full responsibility for reproduction variations between the digital file and the printed image for ads submitted in non-preferred formats. Non-adherence to the preferred format may necessitate production fees. Prometheus Global Media is not responsible for making corrections to supplied files.

Customer-supplied digital files and SWOP proofs will be retained for up to three months following publication date and then destroyed unless otherwise requested in writing.

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SPECIFICATIONS FOR ADWEEK

PDF/X-1A:2001 FILE PREPARATION

Adherence to the following guidelines in application file preparation will aid in successful file conversion:

- Create ad layouts in a professional desktop publishing program such as Adobe InDesign™ or QuarkXPress™.
- Create one PDF/X-1a file per ad or ad page; spread ads may be submitted as a single file.
- Orientation: Set native application files in portrait mode at 100% with no rotations.
- Color: Define all colors as CMYK process. Unintended spot color and or Pantone colors must be converted to CMYK process. RGB, LAB and ICC based colors are not allowed. Black & white images should be saved as single channel black only before placing them into the page. Nested grayscale or nested single channel black may become 4/C when printed. Delete any unused colors.
- Images: Must be high resolution SWOP-compliant with a resolution of 300dpi for CMYK and 1200dpi for black & white images. OPI selections should be turned off. Do not nest EPS files within other EPS files. Save images in TIFF or EPS format, with no embedded color management profiles
- Total area density for color images should not exceed SWOP standard of 300%.
- All ads must be created to bleed specification with crops (printer marks) set at trim dimensions and placed outside the bleed area. Bleed must extend 3/16" beyond trim. Keep live matter a minimum of 1/4" from trim edge.
- Type: Fonts must be embedded. Use Postscript Type 1, Open Type or TrueType fonts only. Text containing thin lines, serifs or small lettering should be restricted to one color. Knockout type smaller than 10 points cannot be guaranteed perfect registration and is therefore not recommended.
- Layers within the document file must be flattened. Opacity – all objects, artwork or effects in the document should be set at a maximum of 99 percent before flattening layers.
- Generation of acceptable PDF/X-1a:2001 files is done by the output of a Postscript file (.ps) which is then distilled through Adobe Acrobat Distiller using the PDF/X-1a setting to avoid font, transparency and layering issues. It is recommended that the PDF file be certified PDF/X-1a:2001 using a PDF preflight utility like Adobe Acrobat Professional (version 6 or higher) or Enfocus PitStop.
- Direct export option out of Adobe InDesign™ CS3 or later and/or QuarkXPress™ 7.0 or later can be utilized as long as the PDF/X-1a:2001 setting is used.

PROOFING REQUIREMENTS

A SWOP certified proof is required for all color ads. Proofs must be representative of the supplied file at actual size and display a printer's color control bar. Alternative proofing formats will be used for content only. Visit www.swop.org for a complete list of current certified proofing options. When calling for spot color (Pantone) usage on press, clearly indicate such on the supplied proof. Publication is not responsible for color or content of files that do not conform to our specifications or if material is received after closing date.

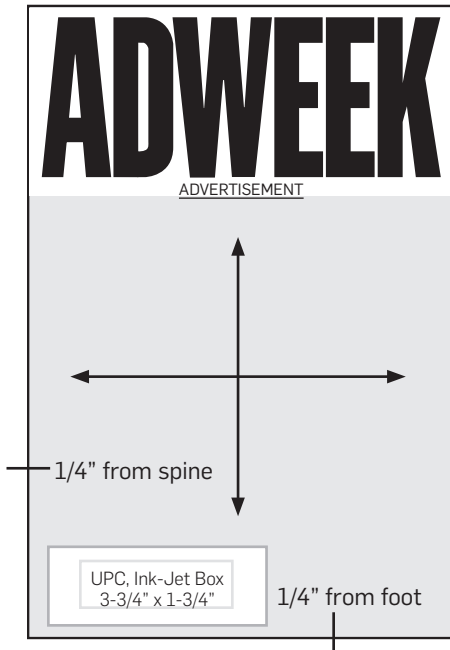
MORE INFO

For more information regarding these specifications or shipping address, contact Production Manager, Cindee Weiss at (212) 493-4233 or Production Coordinator, Eileen Cotto at (212) 493-4228.

SPEAK LOUDLY AND CARRY A BIG ISSUE!

Get in front of your customers with a sponsored cover on ADWEEK – The Voice of Media.

You own the opening of the issue and get unmatched visibility to our powerful audience of top brand builders, agency executives, creatives, buyers and planners as well as the key decision makers in the technology arena with this highly visible position.



Bleed is 3/16" on all sides except top.

MECHANICAL SPECS

Logos provided by AdweekMedia production department.

Trim: 9" x 7-7/8"

Bleed: 9-3/8" x 8-1/16"

Bleed is 3/16" on all sides except top.

Live area: Keep live material 1/4" on all sides except top.

Please allow white space for inkjet box 3-3/4" W x 1-3/4" H.

PLEASE NOTE: "ADVERTISEMENT" will be placed under the nameplate in 9pt. CAPS.

ADWEEK GENERAL INSERT BINDING & TIPPING

BIND-IN INSERT SPECS

Inserts will jog to the head

Publication trim size : 9" x 10-7/8"

Add 1/8" to face, foot, and head so that untrimmed, finished piece is 9-1/8" x 11-1/8"

Lip required (min. 1/4") (max. 3/8") wide on the high folio side for binding of four page units. For single sheet inserts, two pages, lip should measure 4-1/2".

PLEASE DO NOT ALTER THE LIP SPECS.

If the images are to bleed, please be sure that image extends 3/16" beyond the trim on head, face, and foot. This will ensure that the insert will bleed when trimmed to final size.

Copy safety or live area is 1/4" inside the trim on all sides.

Maximum paper is 80-lb. text. Paper sample required. Heavier stock must be approved in advance.

All of the above sizes apply to inserts that will trim to the same size as the magazine.

TIP-IN INSERT SPECS

Publication trim size: 9" x 10-7/8"

1-4 full page tipped-in insert: the final trimmed piece should be delivered at no larger than 8-5/8 x 10-3/8 (WxH).

PLEASE NOTE THIS SIZE IS FINAL TRIM AND WILL NOT TAKE A TRIM WITH THE MAGAZINE.

Minimum tip size: 4" x 4" (WxH)

STOCK: Maximum paper weight is 60-lb. text weight. Paper sample required. Heavier stock must be approved in advance.

PAGES: Multiple page inserts must be delivered collated, stitched and/or folded.

Quantities to be shipped: Quantities should be confirmed with production management.

DELIVERY

Supplied inserts must be delivered to the printer 2 weeks prior to publication date. A packing slip must accompany every shipment and contain: job name, quantity, issue date and number of cartons/skids. Inserts must deliver on sturdy wooden pallets, 40 x 48 (WxL). Pallets are not to exceed 53 inches tall or gross in excess of 2,000 pounds. If product quantity is less than 2 layers, then product should be in cartons. All card stock material less than (8.0"W x 11.5"L) in size must be packed in cartons. All Cartons NOT to exceed 30 pounds in weight. If shipping multiple Issues of same piece: Each piece should be separately stacked or in cartons on the pallet by issue date. If shipping multiple versions of same piece: Each piece should be separately stacked or in cartons on the pallet by version

Please call to schedule appointments as least 48 hours prior to expected arrival, Monday-Friday. No weekend deliveries will be accepted unless special arrangements have been made. All inserts should ship prepaid. No "collect" shipments will be accepted. All trucks must be dock high. To schedule an appointment, please call (800) 334-1429.

NOTE: IF DEADLINE CANNOT BE MADE, PLEASE CALL CINDEE WEISS FOR NEW SHIPPING INSTRUCTIONS.

ALL UNIQUE INSERTS MUST BE REVIEWED AND APPROVED PRIOR TO MANUFACTURE AND SHIPMENT OF INSERTS. THREE MOCK-UP SAMPLES ARE REQUIRED FOR REVIEW.

SHIP MATERIAL TO:

Fry Communications
800 West Church Road
Mechanicsburg, PA 17055
(Building One)

CONTACT:

Cindee Weiss
Production Manager
ADWEEK
770 Broadway
New York, NY 10003-9595
(212) 493-4233
cindee.weiss@adweek.com
