

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 with fonts embedded. For an Acrobat Distiller job-options file, and more information on creating acceptable PDF files, visit www.pentonads.com.

Preferred Applications: Ad layouts should be created using either InDesign®, QuarkPress™ or Pagemaker®. 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: 300 dpi, 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 over 85% should be made solid. Color Mode: Convert 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. For illustrations, it is recommended to convert text to outline, 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: <ftp://ftpserver2.penton.com/adclient> [User ID and Password = adclient]

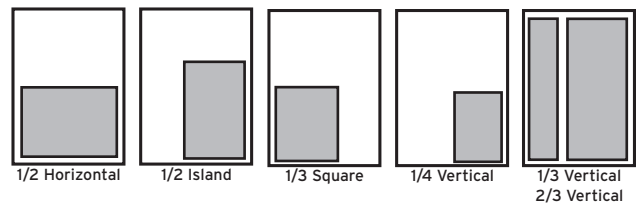
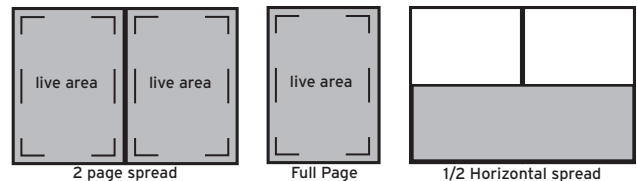
Inserts: Contact your Sales Representative for rates, production specifications, and shipping instructions.

PRODUCTION SPECIFICATIONS

For complete guidelines and file delivery information, visit www.pentonads.com or contact the publication's Production Coordinator.

Send all advertising materials to:

Michelle Goetzl, NREI, 9800 Metcalf Avenue, Overland Park, KS 66212 email: michelle.goetzl@penton.com • phone 913.967.1746 • fax: 913.514.6573



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

ONLINE AD TECHNICAL SPECIFICATIONS

More detailed specs available upon request.

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, 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 turnaround time for Banners is 2 business days for non-Rich Media and 5 business days for Rich Media. ALL Rich Media must include a target=blank command that will launch a new browser.

NEWSLETTERS

Formats Accepted: GIF, Animated GIF or JPEG files only. No Rich Media or Flash.

Image Dimensions and file sizes: 468x60 full banner; 120x240 half tower; 25K max filesize

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

3rd Party Ad Serving: Most 3rd Party Ad tags accepted. 3rd Party Ad tags for newsletters must be standard IMG SRC and HREF tags only. All 3PAS must be accompanied by anti-caching documentation. Materials due 2 business days prior to newsletter blast.

Send online materials to mishunda.wallace@penton.com

Send newsletter materials to michelle.goetzl@penton.com