

Magazine Specifications

CORPORATE & INCENTIVES ASSOCIATION MEDICAL

RELIGIOUS

AD SIZES

Full Page Trim.....	7 3/4 x 10 3/4 (7.75 x 10.75)
Full Page Live Area.....	7 1/4 x 10 1/4 (7.25 x 10.25)
Full Page Bleed*.....	8 x 11 (8.0 x 11.0)
2/3 Page.....	4 7/8 x 9 3/4 (4.875 x 9.75)
1/2 Page Horizontal.....	7 3/8 x 4 7/8 (7.375 x 4.875)
1/2 Page Vertical Island.....	4 7/8 x 7 1/2 (4.875 x 7.5)
1/3 Page Vertical.....	2 1/4 x 9 3/4 (2.25 x 9.75)
1/3 Page Square.....	4 7/8 x 4 7/8 (4.875 x 4.875)
1/4 Page Standard.....	3 5/8 x 4 7/8 (3.625 x 4.875)
1/6 Page Vertical.....	2 1/8 x 4 3/4 (2.125 x 4.75)
Full Page Spread Trim.....	15 1/2 x 10 3/4 (15.5 x 10.75)**
Full Page Spread Live Area.....	15 x 10 1/4 (15.0 x 10.25)**
Full Page Spread Bleed*.....	16 x 11 (16.0 x 11.0)**

AD SIZES

Full Page Trim.....	9" x 10 3/4" (9.0 x 10.75)
Full Page Live Area.....	8 1/2" x 10 1/4" (8.5 x 10.25)
Full Page Bleed*.....	9 1/4" x 11" (9.25 x 11.0)
2/3 Page.....	5 1/2" x 10 1/4" (5.5 x 10.25)
1/2 Page Horizontal.....	7" x 4 3/4" (7.0 x 4.75)
1/2 Page Horizontal w/bleed.....	9 1/4" x 5 1/8" (9.25 x 5.125)
1/2 Page Vertical Island.....	5 5/8" x 7 3/4" (5.625 x 7.75)
1/3 Page Vertical.....	2 3/4" x 10 1/4" (2.75 x 10.25)
1/3 Page Square.....	4 1/2" x 4 3/4" (4.5 x 4.75)
1/4 Page Standard.....	4 1/4" x 5 1/8" (4.25 x 5.125)
1/6 Page Vertical.....	2 3/4" x 5 1/8" (2.75 x 5.125)
Full Page Spread Trim.....	18" x 10 3/4" (18.0 x 10.75)
Full Page Spread Live Area.....	17 1/2" x 10 1/4" (17.5 x 10.25)
Full Page Spread Bleed*.....	18 1/4" x 11" (18.25 x 11.0)

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.

All live matter not intended to bleed should be kept 1/4" (0.25") from trim.

*All bleed dimensions include a 1/8" (0.125) head, foot, face and gutter trim.

**For best results, make sure words and critical information are not split over cross-over. Gutter clearance: 3/16" total (.1875).

UPLOAD INSTRUCTIONS

Visit **www.pentondigitalads.com**. Just click on the "submit digital ad" tab on the left-hand side, fill out the necessary information, and attach your file. You will receive a confirmation report if the ad successfully uploads, or if an error occurs.

PRODUCTION CONTACT

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 9800 Metcalf Avenue, Overland Park, KS 66212

GENERAL SPECIFICATIONS

- **PRINTING METHOD:** Web Offset
- **BINDING:** Perfect Bound
- **PAPER:** Cover printed on 70-lb. coated offset; text printed on 45-lb. coated groundwood finish
- **INK:** SWOP standard and four-color process
- **LINE SCREEN:** 133 lines per inch
- All MeetingsNet publications are manufactured CTP (Computer- To-Plate).

DIGITAL AD SPECIFICATIONS

- **PDF FORMAT:** Advertisers are encouraged to submit PDF and PDF/X1-A 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.pentondigitalads.com. Please note: 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™; Adobe Pagemaker® or Adobe InDesign®. 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; no JPEG compression.
- **LINE ART/TEXT:** 600 dpi minimum; CMYK color model; .eps or .tif format with color preview. To avoid registration problems in PhotoShop, black text should be created in black channel only.
- **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:** Mac or IBM CD, Zip 100, floppy or FTP Upload: www.pentondigitalads.com (No User ID and Password required)
- **INSERTS:** Contact your Sales Representative for rates, production specifications, and shipping instructions, or visit www.pentondigitalads.com.