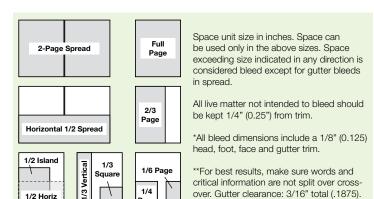
MEETINGSNET

Magazine Specifications

ORPORATE INCENTIVES ASSOCIATION MEDICAL

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*	
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	
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)**



RELIGIOUS

AD SIZES

Full Page Trim	
Full Page Live Area	
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)

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

Kylee Adams kylee.adams@penton.com Direct Line: (913)-967-1773

9800 Metcalf Avenue, Overland Park, KS 66212

GENERAL SPECIFICATIONS

- PRINTING METHOD: Web Offset
- BINDING Perfect Bound

1/2 Horiz

- 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
- 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.