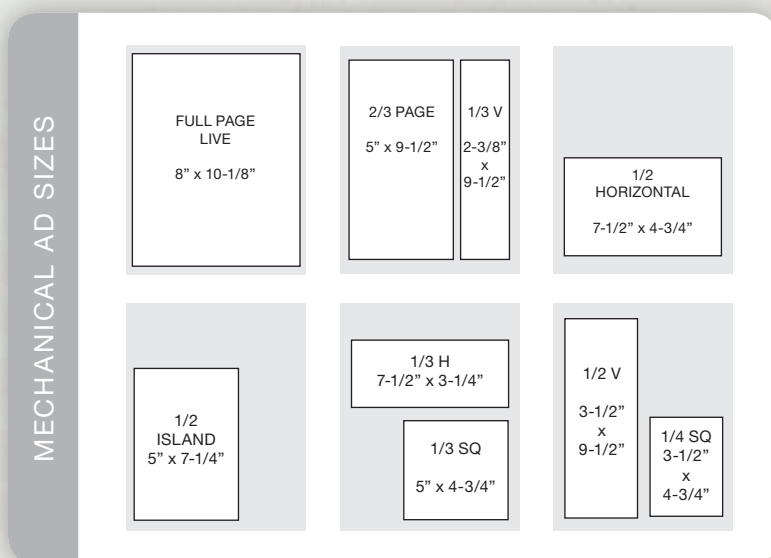


PRODUCTION SPECS

MECHANICAL SPECS—THE MAGAZINE

PROMO is manufactured CTP (Computer-To-Plate). Therefore, Advertising materials must arrive in an electronic format.

Full Page: 8-1/2" x 10-7/8" Trim Size



Cover Gatefold: See cover gatefold specification sheet or contact advertising production manager. Note Regarding Spreads: On ROP or insert spreads, allow for the spine trim of 1/4" (1/8" each side of center). Be sure to design for appropriate gutter clearance. Allow 1/4" (1/8" each side) for critical image and type across spreads.

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.

General Specifications

- **Printing Method:** Web Offset
- **Binding:** Perfect Bound
- **Paper:** Cover printed on 70-lb. coated offset; text printed on 36-lb. coated groundwood finish
- **Ink:** SWOP standard and four-color process

Display Ad Sizes

	Width x Depth
Full page bleed:	8-3/4" x 11-1/8"
Full page live:	8" x 10-1/8"
2/3 page:	5" x 9-1/2"
1/2 island:	5" x 7-1/4"
1/2 V page:	3-1/2" x 9-1/2"
1/2 H page	7-1/2" x 4-3/4"
1/3 SQ page:	5" x 4-3/4"
1/3 V page:	2-3/8" x 9-1/2"
1/3 H page	7-1/2" x 3-1/4"
1/4 SQ page:	3-1/2" x 4-3/4"

Shipping Instructions:

Send all contracts, orders, insertion instructions, advertising material, and correspondence to:

Production Coordinator
 PROMO Magazine
 9800 Metcalf Ave.
 Overland Park, KS, 66212

diane.straughen@penton.com
 Phone: (913) 967-1814
 Fax: (913) 967-1629

For complete preparation guidelines and file delivery information, please contact the publication Production Coordinator.

Digital Ad Specifications

PDF Format: Advertisers should submit PDF and PDF/X1-A files that are 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, contact the Production Coordinator. 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™; or Adobe InDesign®. If submitting application files, provide all supporting graphics and fonts.

Proofs: Text and element proof required to assist in preflighting digital ad files. For critical color match, a digital halftone proof (i.e. Kodak Approval, Dupont Digital Waterproof, Fuji FirstProof, etc.) is required. Accurate color reproduction cannot be guaranteed without an accompanying SWOP-certified proof.

Photos: 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. In Photoshop, black text should be created in black channel only to avoid registration problems.

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: Ads should be converted 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. On illustrations it is recommended to convert text to outline, however outline text cannot be altered.

Lettering: Reproduce all reverse lettering with a minimum of colors. Avoid type smaller than 8 point with fine serifs.

Media Options:

Mac or IBM CD, Zip 100, or floppy

FTP Upload: <ftp://ftpserver2.penton.com/adclient/Promo>

e-mail: diane.sraughen@penton.com.

Inserts

Contact advertising representative for rates, production specs and shipping instructions.

Online Ad Technical Specifications

More detailed specs available upon request

WEBSITE:

Formats currently 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

3rd Party Ad Serving (3PAS): We will accept most 3rd Party Ad Tags including DART, Atlas, Bluestreak and Mediafarm. All 3PAS must be accompanied by anti-caching documentation.

Dimensions and file sizes: 728x90, 336x280, 160x600: 35K

Frames and Looping: Maximum frames = 4; Looping = 3 times

Materials Due: 2 business days prior to posting for banner ads and 5 days prior to posting for rich media ads. Include referring URL and alternate text with instructions.

NEWSLETTERS:

Currently accepted: GIF, Animated GIF, JPEG

Non-accepted formats: Java, Java Applet, Video, HTML, Flash, Unicast, PointRoll, Eyeblander, Enliven, Bluestreak, Motif

3rd Party Ad Serving: We will accept most 3rd Party Ad Tags. 3rd Party Ad tags for newsletters must be standard IMG SRC and HREF tags only. All 3PAS must be accompanied by anti-caching documentation.

Dimensions and file sizes: 468x60, 120x240, 120x600, 105x25: 30K

Materials due: 3 business days prior to newsletter blast. Include referring URL and alternate text with instructions.

Cancellation policy: Banners, sponsorships, and newsletters require a 2-week written cancellation notice.