

E&P@125

PRESSING CHANGE

1884 - 2009

Material Requirements (Effective the March 2009 Issue)

General Information

Insertion orders must accompany material. Files may be sent on a CD or may be uploaded to E&P's FTP site. A SWOP proof is required with all files

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.

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.

PDF-X1A

PDF files must be created with Acrobat Distiller and saved as PDF-X1A. All artwork must be flattened before saving. Publication will not be responsible for reproduction of a file created in any other application.

Size: Document should be set to Bleed dimensions

Safety: Type or images not intended to bleed must be kept 3/8" from page trim. Trim bleed and center marks should be included in the file, but kept outside the bleed area.

Color: CMYK mode. Color modes set to RGB, LAB or embedded ICC profiles will not be accepted.

Line Screen: 133 4C Density: 300

Digital: Macintosh format
QuarkXPress Document

Document Size: Document setup should be set to trim dimensions

Safety: Type or images not intended to bleed must be kept 3/8" from page trim. Trim bleed and center marks should be included in the file, but kept outside the bleed area.

Artwork: EPS or TIFF hi-resolution, scaled to size and placed

Fonts: Include all screen and printer fonts

Color: CMYK mode. Color modes set to RGB, LAB or embedded ICC profiles will not be accepted.

Line Screen: 133 4C Density: 300

Additional Charges

Spot colors require advanced notice and must be noted on proof. Additional charges apply, see rate card.

Client will incur production fee for material not meeting required specifications.

Advertising Unit Dimensions

| | | |
|--------------|-----------|---------------------|
| Single Page: | Bleed | 8-1/4"x 11" |
| | Trim | 8"x 10-3/4" |
| | Safety | 3/8" from page trim |
| | Non bleed | 7" x 10" |

| | | |
|---------|-------------------|---------------------|
| Spread: | Bleed | 16-1/4"x 11" |
| | Trim | 16"x 10-3/4" |
| | Safety | 3/8" from page trim |
| | Gutter Bleed Only | 15" x 10" |

| | | |
|------------------|-------------------|---------------------|
| 1/2 Page Spread: | Bleed | 16-1/4"x 5-1/2" |
| | Trim | 16"x 5-3/8" |
| | Safety | 3/8" from page trim |
| | Gutter Bleed Only | 15" x 5" |

| | Width | Depth |
|-------------|--------|--------|
| 2/3 Page | 4-5/8" | 10" |
| 1/2 Page V. | 4-5/8" | 7-1/2" |
| 1/2 Page H. | 7" | 5" |
| 1/3 V. | 2-1/4" | 10" |
| 1/3 H. | 7" | 3-3/8" |
| 1/3 Sq. | 4-5/8" | 5" |
| 1/4 Sq. | 4-5/8" | 3-3/4" |
| 1/6 V. | 2-1/4" | 5-1/8" |
| 1/6 H. | 4-5/8" | 2-1/2" |

Inserts

CONTACT Adeline Cippoletti, Production Director, at (646) 654-5176 for specifications.

Manufacturing Information

EDITOR & PUBLISHER magazine is printed Web offset on coated stock. Binding is saddle-stitched.

Materials should be sent directly to:

EDITOR & PUBLISHER, Production Dept
770 Broadway, 7th floor
New York, NY 10003-9595

FTP info: Using Fetch, log onto ftp.adweek.com

User ID: adweek (lowercase)

Password: adweek (lowercase)

When uploading to the ftp site, please contact Noah Klein at 646-654-5179 or nklein@adweek.com or Cindee Weiss at 646-654-5180 or cweiss@adweek.com with notification that file has been uploaded. Provide a file name and upload date. A color proof is required for all files that are uploaded to the ftp.