

Trim 1/8" (4.7 mm)
off the top, bottom and sides.



Spread bleed size:
15-3/4" x 10-3/4"
(400 x 273 mm)
Spread trim size:
15-1/2" x 10-1/2"
(394 x 267 mm)
Spread live area:
14" x 9-3/4"
(356 x 248 mm)



Full page bleed size:
8" x 10-3/4"
(206 x 273 mm)
Full page trim size:
7-3/4" x 10-1/2"
(197 x 267 mm)
Full page live area:
7" x 9-3/4"
(175 x 248 mm)

- Binding: Saddle stitch
- Ad composition, alterations: At cost
- All advertising material will be discarded one year from date last used.



2/3 page
4-9/16" x 9-3/4"
116 x 248 mm



1/2 page (island)
4-9/16" x 7-1/4"
116 x 184 mm



1/2 page (horiz.)
7" x 4-5/8"
178 x 117 mm



1/2 vertical
3-3/8" x 9-3/4"
86 x 248 mm



1/3 vertical
2-3/16" x 9-3/4"
55 x 248 mm



1/3 square
4-9/16" x 4-5/8"
116 x 117 mm



1/4 square
3-3/8" x 4-5/8"
86 x 117 mm

PDF FORMAT:

Advertisers are encouraged to submit PDF and PDF/X1-A files provided that they 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, 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®. If submitting application files, provide all supporting graphics and fonts.

PROOFS:

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

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.

PHOTO ELEMENTS:

300 dpi, actual size; CMYK color model; .tif or .eps format; no JPEG compression.

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. Type smaller than 8 point with fine serifs should be avoided.

MEDIA:

Mac or IBM CD, Zip 100, floppy.

FTP UPLOAD:

<ftp://ftpserver2.penton.com>
Login and Password: adclient
Please contact the publication Production Coordinator when files are submitted.

FILM CONVERSION:

Ad materials supplied as film will be converted to a digital file at a cost of \$50 per ad. For complete preparation guidelines and file delivery information, please visit www.pentonads.com or contact TELEPHONY's Production Coordinator.



SHIPPING INSTRUCTIONS

Send all display advertising materials with a copy of the insertion order to:

PRODUCTION COORDINATOR

Amanda Miller
amanda.miller@penton.com
9800 Metcalf Avenue
Overland Park, KS 66212

P 913.967.1822
F 913.514.9019

Send all classified advertising materials with a copy of the insertion order to:

CLASSIFIED SALES

Julie Dahlstrom
julie.dahlstrom@penton.com
330 N. Wabash Avenue,
Suite 2300
Chicago, IL 60611

P 312.840.8436
F 312.595.1983



PRINT