

2010 Print Ad Sizes and Specifications

FULL PAGE SPREAD BLEED
 18 1/2" x 10 3/4"

Trim Size
 18" x 10 1/2"

Non-Bleed
 17" x 9 1/2"

Allow 1/4" in gutter

FULL PAGE BLEED
 9 1/4" x 10 3/4"

Live Area: 3/8" from Trim All Sides

Trim Size
 9" x 10 1/2"

Non-Bleed
 8" x 9 1/2"

Allow 1/4" in gutter

SPECIAL SUPPLEMENT

FULL PAGE
 Trim Size
 9" x 10 1/2"

HALF PAGE HORIZONTAL
 8" x 4 1/2"

HALF PAGE SPREAD BLEED
 18 1/2" x 5 1/4"

Trim Size **Non-Bleed**
 18" x 5 1/8" 17" x 4 1/2"

Allow 1/4" safety in gutter

JR. PAGE BLEED
 6 1/2" x 7 5/8"

Live Area: 3/8" from Trim All Sides

Trim Size:
 6 3/8" x 7 1/2"

Non-Bleed:
 5 7/8" x 7"

HALF PAGE VERT.
 3 7/8" x
 9 1/2"

1/3 PAGE VERTICAL
 2 1/2" x 9 1/2"

1/3 PAGE SQUARE
 5 3/16" x 4 1/2"

1/3 PAGE HORIZONTAL
 8" x 3"

1/4 PAGE HORIZONTAL
 8" x 2 1/4"

1/4 PAGE VERTICAL
 1 13/16" x 9 1/2"

1/4 PAGE SQUARE
 3 7/8" x 4 1/2"

COVER BOX AD
 1 1/2" x 2 3/4"

Digital Advertising Specifications

Ad materials are to be supplied as digital files in the preferred PDF/X-1a:2001 format.

To match the color expectations of our advertisers, Nielsen Business Media requires the PDF/X-1a:2001 file format and a SWOP proof for each ad submitted. Advertiser/agency accepts full responsibility for reproduction variations between the digital file and the printed image for ads submitted in non-preferred formats. Non-adherence to the preferred format may necessitate production fees. Nielsen Business Media is not responsible for making corrections to supplied files.

Customer-supplied digital files and SWOP proofs will be retained for up to three months following publication date and then destroyed unless otherwise requested in writing.

PDF/X-1a:2001 File Preparation

Adherence to the following guidelines in application file preparation will aid in successful file conversion:

- Create ad layouts in a professional desktop publishing program such as Adobe InDesign® or QuarkXPress™.
- Create one PDF/X-1a file per ad or ad page; spread ads may be submitted as a single file.
- **Orientation:** Set native application files in portrait mode at 100% with no rotations.
- **Color:** Define all colors as CMYK process. Unintended spot color and or Pantone colors **must be converted to CMYK process. RGB, LAB and ICC based colors are not allowed.** Black & white images should be saved as single channel black only before placing them into the page. Nested grayscale or nested single channel black may become 4/C when printed. Delete any unused colors.
- **Images:** Must be high resolution SWOP-compliant with a resolution of 300dpi for CMYK and 1200dpi for black & white images. OPI selections should be turned off. Do not nest EPS files within other EPS files. Save images in TIFF or EPS format, **with no embedded color management profiles.**
- Total area density for color images should not exceed SWOP standard of **300%**.
- All ads must be created to bleed specification with crops (printer marks) set at trim dimensions and placed outside the bleed area. Bleed must extend 1/8" beyond trim. Keep live matter a minimum of 3/8" from trim edge.
- **Type:** Fonts must be embedded. Use Postscript Type 1, Open Type or TrueType fonts only. Text containing thin lines, serifs or small lettering should be restricted to one color.
- **Layers within the document file must be flattened.** Opacity – all objects, artwork or effects in the document should be set at a maximum of 99% before flattening layers.
- Generation of acceptable PDF/X-1a:2001 files is done by the output of a Postscript file (.ps) which is then distilled through Adobe Acrobat Distiller using the PDF/X-1a setting to avoid font, transparency and layering issues. It is recommended that the PDF file be certified PDF/X-1a:2001 using a PDF preflight utility like Adobe Acrobat Professional (version 6 or higher) or Enfocus PitStop.
- Direct export option out of Adobe InDesign® CS3 or later and/or QuarkXPress™ 7.0 or later can be utilized **as long as the PDF/X-1a:2001 setting is used.**

Proofing Requirements

A SWOP certified proof is required for all color ads. Proofs must be representative of the supplied file at actual size and display a printer's color control bar. **Alternative proofing formats will be used for content only.** Visit www.swop.org for a complete list of current certified proofing options. When calling for spot color (Pantone) usage on press, clearly indicate such on the supplied proof.

Ad Submissions

Submit PDF/X-1a:2001 advertising materials through our ad portal at www.nielsenadservices.com

- Enter user name: **NBM_PG** (case sensitive)
- Enter password: **NBMuser01** (case sensitive)
- Complete the job ticket and attach your PDF/X1-a:2001 file(s) and hit the Send button.
- Please allow for file(s) to complete processing.
- Provide a SWOP proof along with the insertion order and ship to production contact.
- File naming: Publication abbreviation, issue date and ad name. **(Example: PG_JanFeb2010_AltoShaam.pdf)**
 - o Do not exceed 50 characters in the naming convention.
 - o When sending a revised file, include _REV at the end of the file name and contact the production manager to alert of the revised submission. **(Example: PG_JanFeb2010_AltoShaam_REV.pdf)**

Files may also be provided via CD or DVD in Macintosh format. Enclose a copy of the insertion order and label the media with the following: Magazine name, issue date, advertiser, agency name, contact name and phone and file name/number. We do not return CDs or proofs.

E-MAILED AD SUBMISSIONS ARE NOT ACCEPTABLE.

More info

For more information regarding these specifications or shipping address, contact the Production Manager, **Jay Kaplan** at 646-654-7310 or jay.kaplan@nielsen.com.

Please include URL landing page for all Digital Edition ads