

## Mechanical Specifications

### MECHANICAL SPECS—THE MAGAZINE

Special Events Magazine is manufactured CTP (Computer-To-Plate). Your advertising materials must arrive in an electronic format. Magazine Trim size: 7 $\frac{3}{4}$ " x 10 $\frac{1}{4}$ "

Full Page	LIVE AREA	7 x 10
	BLEED	8 x 11
Spread	LIVE AREA	14 $\frac{3}{4}$ x 10
	BLEED	15 $\frac{3}{4}$ x 11
	TRIM AREA	15 $\frac{1}{2}$ x 10 $\frac{3}{4}$
$\frac{2}{3}$ Page		4 $\frac{5}{8}$ x 10
$\frac{1}{2}$ Page Island		4 $\frac{5}{8}$ x 7
$\frac{1}{2}$ Page Horizontal		7 x 4 $\frac{7}{8}$
$\frac{1}{2}$ Page Vertical		3 $\frac{1}{2}$ x 10
$\frac{1}{3}$ Page Square		4 $\frac{5}{8}$ x 4 $\frac{7}{8}$
$\frac{1}{3}$ Page Vertical		2 $\frac{1}{4}$ x 10
$\frac{1}{4}$ Page		3 $\frac{1}{2}$ x 4 $\frac{7}{8}$
$\frac{1}{6}$ Page Vertical		2 $\frac{1}{4}$ x 4 $\frac{7}{8}$

**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:** Special Events Magazine—May—saddle-stitched; June through December and Buyers' Guide Issues—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

**Shipping Instructions:** Send all contracts, orders, insertion instructions, advertising material, and correspondence to: Roxana Candillo, Ad Production Manager, Special Events Magazine (Issue Date) 9800 Metcalf Ave., Overland Park, KS 66212

**Clearly mark:** "SE Advertising Materials"; (913) 967-1764; fax: (913) 514-6824; roxana.candillo@penton.com.

Advertising materials must be shipped prepaid to publication to arrive by the materials due date.

### DIGITAL AD SPECIFICATIONS

**PDF Format:** Advertisers are strongly encouraged to submit advertising materials in a digital format prepared according to the following guidelines: 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.pentonads.com](http://www.pentonads.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™; 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 achieved 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. Type smaller than 8 point with fine serifs should be avoided.
- **Media:** Mac or IBM CD, Zip 100, floppy.
- **Inserts:** Contact advertising representative for rates, production specs and shipping instructions or visit [www.pentonads.com](http://www.pentonads.com).

### ONLINE AD TECHNICAL SPECIFICATIONS

More detailed specs available upon request

**Formats currently accepted:** GIF, Animated GIF, JPEG, HTML, Flash, Unicast, PointRoll, Eyeblaster, Enliven

**Will accept for testing:** DHTML, Audio, Real, Shoshkeles, Tomboy  
Non-accepted formats: Java, Java Applet, Video 3rd Party Ad Serving (3PAS): Include DART (internal redirect), Bluestreak, MediaPlex, and Atlas. All 3PAS must be accompanied by anti-caching documentation.

**Dimensions/file sizes:** 120x240: 12K; 468x60: 15K; 250x250: 15K

**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.

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

### E-NEWSLETTERS

**Formats accepted:** GIF, Animated GIF or JPEG files only. No Rich Media or Flash.

**Dimensions and file sizes:** 468x60 full banner, 15-20k; 120x60 logo, 8-10K; 125x125 square, 120x240 half-tower, 20K; 120x600 tower, 25K. Frames and Looping: Max Frames = 4, Looping = 3times

3rd Party Ad Serving (3PAS): most 3rd party ad tags accepted. 3PAS tags for e-newsletters must be standard IMG SRC and HREF tags only. All 3PAS must be accompanied by anti-caching documentation.

Materials due 2 business days prior to e-newsletter blast.

