

Publication Trim Size: 10 ¼ x 12 ¾
 Type of Binding: Perfect Bound
 Printing Process: Web Offset (SWOP)
 # of Columns: 2 for display ads 5 for directories

Standard Page Sizes	Live Area	Trim	Bleed
Full Page	9 1/2 x 11 5/8	10 1/4 x 12 3/4	10 1/2 x 13
*Full Spread	19 7/8 x 11 5/8	20 1/2 x 12 3/4	20 3/4 x 13
*1/2 Page Spread	19 7/8 x 5 3/4		20 3/4 x 6
2/3 Page Vertical	6 1/4 x 11 5/8		
1/2 Page Horizontal	9 1/2 x 5 3/4		
1/2 Page Vertical	4 5/8 x 11 5/8		
1/2 Page Island	6 1/4 x 8 3/8		
1/3 Page Vertical	4 5/8 x 7 3/4		
1/3 Page Square	6 1/4 x 5 3/4		
1/4 Page Vertical	4 5/8 x 5 3/4		

- Keep all live matter 3/8" inside trim of all ad sizes.
- *Allow 1/4" safety gutter for ea. page of a spread when type is running across the gutter. Indicate trim on proof.
- Fractional ads should be supplied with crop marks at least 1/8" outside the image area.

Digital Specifications/PDF File Requirements

PDF/X-1a (Portable Document Format) is the required file format for *Promo Marketing Magazine*. Sending your ad as a PDF/X-1a protects the integrity of your ad file and ensures that it will print properly. Please submit your ad as a PDF/X-1a file created with Acrobat Distiller 7.0 or higher using the instructions provided on <http://productsearch.promomarketing.com/productionspecs>. If you need assistance please do not hesitate to call the Production Manager at the number below.

Please note: Advertisers or Ad Agencies that do not comply with the above specifications and/or procedures waive all claims to make-goods or refunds and hold harmless Promo Marketing Magazine in any and all production disputes.

Please Note:

- Scanned images for both display and marketplace ads must be high resolution (between 200 and 400 dpi), saved as CMYK (no RGB or JPEG graphics) as a TIFF or EPS.
- All fonts must be embedded in the PDF and be Type 1 or 3 - No Truetype.
- Bleeds must be .1250" outside trim
- All PDFs must be high res/press optimized (PDF/X-1a Compliant)
- Files must be Right Reading, Portrait Mode only 100% size, no rotations.
- ALL FILES MUST be accompanied by a single page, composite color proof. However if color is critical please provide us with a composite SWOP-certified color proof (with color bars) along with your digital file. To see a list of SWOP-certified proofs we accept, please visit <http://www.swop.org/certification/certmfg.asp>. We cannot grant makegoods for poor color reproduction unless a SWOP-certified color proof is supplied with your digital file. Supplied color lasers will be used as a "guide for color" only.
- Files submitted electronically must be submitted on one of the following forms of removable storage media: CD-ROM or DVD. Ads can be e-mailed if less than 20 MB. Ads can be uploaded to our ftp site if accompanied by a faxed black and white laser at time of upload. Call the Production Manager for further detailed information.



Att: Scott Bauer

1500 Spring Garden Street, 12th Floor, Philadelphia, PA 19130-4094

Ph: 215.238.6677 • Fax: 215.238.5291

e-mail: sbauer@napco.com