

# MAGAZINE SPECIFICATIONS

## DIGITAL AD REQUIREMENTS

### Preferred format:

PDFX1A with fonts and 300 dpi images embedded

### ACCEPTABLE FILE FORMATS INCLUDE:

- Adobe InDesign CS / CS2 / CS3 – include all Mac screen and printer fonts and all resources placed in the layout.
- Adobe Illustrator CS / CS2 / CS3 – images must be linked (not embedded) and included, fonts must be changed to outlines.
- Adobe Photoshop CS / CS2 / CS3 – must be a CMYK, 300 resolution, layered Photoshop document with all fonts included.
- Any ads created on a PC platform must be processed into a PDFX1A prior to submission. Please call for detailed instructions.

Failure to supply all necessary resource files and fonts may result in additional charges. If additional work is necessary to ensure proper output, additional production charges may apply and advertiser will forfeit any camera-ready discounts. If delays due to missing resource or font files are incurred, a \$100 late charge will apply.

## PREFERRED COLOR GUIDANCE

TR001 SWOP certified color proof of the ad. A non-SWOP certified color proof is not considered color accurate and will not be provided on press. (If an accurate color proof is not provided, *Tech Decisions* will not be held responsible for exact color reproduction.) If no SWOP proof can be provided, you must include a black-and-white proof as an indication of content.

## ADS TO BE PRODUCED BY *TECH DECISIONS*

If we are building your ad, you must provide the following materials:

- Typewritten text
- Photographs, transparencies or prints
- A clean black-and-white logo or digital file of the logo saved as a vector EPS (Illustrator or Freehand)
- A brief indication (mockup) or written description of your concepts for the ad

## SUBMISSION OF MATERIALS

Ads may be submitted to the *Tech Decisions* ftp site. Ads may also be shipped on a Macintosh-formatted CD or DVD to:

Tech Decisions  
Attn: Advertising Coordinator  
5081 Olympic Blvd.  
Erlanger, KY 41018  
800-544-0622

## ADDITIONAL SERVICES AND FEES

- Colors: Pantone matched color: \$525 extra
- Metallic Pantone or specialty ink: \$850 extra
- Bleed: 15% extra
- Premium Placement: 15%+ extra, available only on a 12x commitment.
- Inserts: Please contact your account executive for a quote.

## LATE FEES

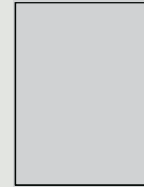
Advertising materials received after artwork deadline dates will be assessed a \$100 late fee. All advertising materials received more than five business days after the artwork deadline date will be assessed a \$200 late fee.

## PRODUCTION CHARGES

*Tech Decisions* has complete production facilities available, including ad design, layout and copy writing. There will be a minimum production fee of \$45 for any work done.

## ADVERTISING DIMENSIONS

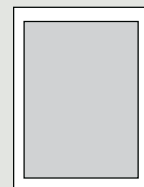
Magazine trims to 7<sup>7</sup>/<sub>8</sub>" x 10<sup>7</sup>/<sub>8</sub>"; keep live matter <sup>3</sup>/<sub>8</sub>" from all sides that bleed. Perfect alignment of type or design across gutter of two facing pages cannot be guaranteed. Allow a <sup>3</sup>/<sub>16</sub>" safety at gutter of spreads.



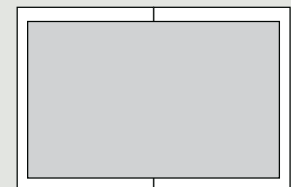
**Full Page Bleed**  
8<sup>1</sup>/<sub>8</sub>" x 11<sup>1</sup>/<sub>8</sub>"



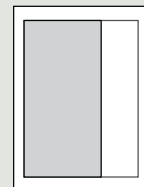
**Two-page Spread Bleed**  
16" x 11<sup>1</sup>/<sub>8</sub>"



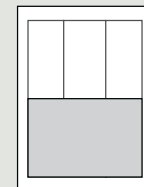
**Full page**  
7" x 10"



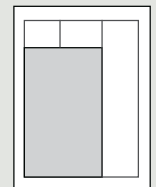
**Full page**  
14<sup>7</sup>/<sub>8</sub>" x 10"



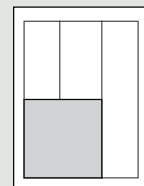
**2/3 Vertical**  
4<sup>9</sup>/<sub>16</sub>" x 10"



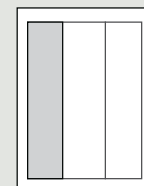
**1/2 Horizontal**  
7" x 4<sup>7</sup>/<sub>8</sub>"



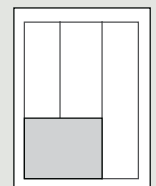
**1/2 Vertical**  
4<sup>9</sup>/<sub>16</sub>" x 7<sup>7</sup>/<sub>16</sub>"



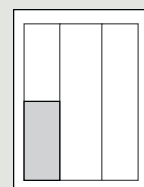
**1/3 Square**  
4<sup>9</sup>/<sub>16</sub>" x 4<sup>7</sup>/<sub>8</sub>"



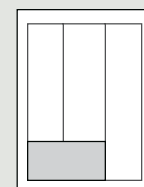
**1/3 Vertical**  
2<sup>1</sup>/<sub>8</sub>" x 10"



**1/4 Horizontal**  
4<sup>9</sup>/<sub>16</sub>" x 3<sup>3</sup>/<sub>4</sub>"



**1/6 Vertical**  
2<sup>1</sup>/<sub>8</sub>" x 4<sup>7</sup>/<sub>8</sub>"



**1/6 Horizontal**  
4<sup>9</sup>/<sub>16</sub>" x 2<sup>3</sup>/<sub>8</sub>"