

MECHANICAL SPECIFICATIONS

Printing

Web offset to SWOP standards
Color rotation: K-C-M-Y

Binding Method

Perfect bound

Live Area

All type and live matter should be at least .25" from ad edge.

Storage of Materials

All materials will be discarded 12 months after last use by the publisher unless otherwise advised in writing by advertiser or agency.

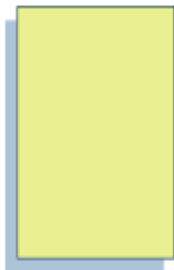
Furnished Materials

1. Required materials: TIFF-IT/P1 or PDF X-1a files are preferred, generated using SME's Digital PDF Tech Notes. PDF Tech Notes are available at www.sme.org/advertising or by contacting SME Production at 313.425.3479.
2. Proofs: ads must be accompanied by SWOP-certified proofs (10th edition – 2005)
3. Screen: 133 lines/inch
4. Four-color materials: The density of ink coverage should be no greater than 280% for all 4-color advertisements. Publisher and printer are not responsible for errors in keying.
5. Submit furnished materials to SME's FTP site whenever possible.
6. For best results, supplied PDFs should contain embedded fonts in their native vector format. Outlining of fonts is not necessary.

Matched PMS Colors

Advertisers requiring matched PMS or spot color must specify number on their insertion order.

Note: Ad size change. All SME Media publications now have a common ad size.



Full Page

Ad Size: 7.75" X 10.5"
Bleed: 8" X 10.75"



2/3 Page

Ad Size: 4.5625" X 10"
Bleed: 0"
Trim: None



Island 1/2 Page

Ad Size: 4.5625" X 7.5"
Bleed: 0"
Trim: None



Horizontal 1/2 Page

Ad Size: 7" X 4.875"
Bleed: 0"
Trim: None



Vertical 1/2 Page

Ad Size: 3.375" X 10"
Bleed: 0"
Trim: None



1/4 Page

Ad Size: 3.375" X 4.875"
Bleed: 0"
Trim: None



Vertical 1/3 Page

Ad Size: 2.1875" X 10"
Bleed: 0"
Trim: None



Square 1/3 Page

Ad Size: 4.5625" X 4.875"
Bleed: 0"
Trim: None