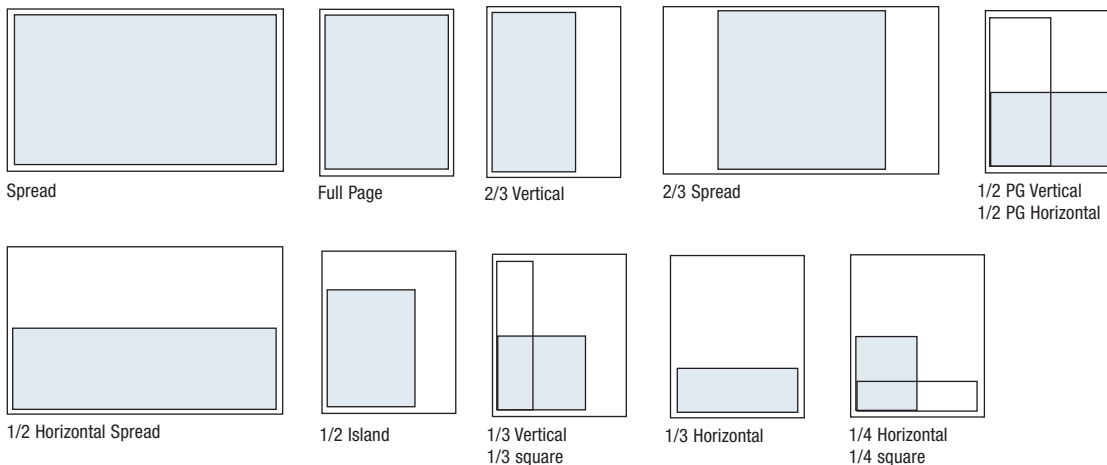


New Ad Space Specifications (Effective September, 2008)

**Mechanical Requirements**

TRIM SIZE—9" W x 10 1/2" D

Ad Size	Live Area W x D		Trim W x D		Bleed Size W x D	
Full Page	8 1/8"	x 9 1/2"	9"	x 10 1/2"	9 1/4"	x 10 3/4"
2-Page Spread	17 1/8"	x 9 1/2"	18"	x 10 1/2"	18 3/8"	x 10 3/4"
2/3 Vertical	5 1/4"	x 9 1/2"				
2/3 Spread	11 1/2"	x 9 1/2"				
1/2 Horizontal	8 1/8"	x 4 3/4"				
1/2 Horizontal Spread	17 1/8"	x 4 3/4"	18"	x 5 1/2"		
1/2 Vertical	4"	x 9 1/2"				
1/2 Island	5 3/8"	x 7 1/4"				
1/3 Vertical	2 1/2"	x 9 1/2"				
1/3 Horizontal	8 1/8"	x 3"				
1/3 Square	5 3/8"	x 4 3/4"				
1/4 Horizontal	8 1/8"	x 2 1/4"				
1/4 Square	4"	x 4 3/4"				



**Digital Advertising Requirements**

Digital data prepared to SWOP standards is required for ad submissions. Preferred file format is PDF/X-1a. To match the color expectations of our advertisers, Nielsen Business Media requires the PDF/X-1a 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—such as native application formats—may also necessitate production fees. Nielsen is not responsible for making corrections to supplied files.

Digital data, supplied media and ad proofs will be retained for up to six months following publication date and then destroyed unless otherwise requested in writing.

**PDF/X-1a File Preparation**

A PDF/X-1a workflow eliminates common errors in file preparation, such as missing images or incorrect color space. To create a PDF/X-1a file, the native application file is converted to a Postscript file, which is then distilled using a PDF/X-1a compliant plug-in or application such as Apago's X-Checkup or Adobe Acrobat version 6 or higher. (Visit [www.ddap.org](http://www.ddap.org) for a list of PDF/X-1a implementers and products.)

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

- Include all high-resolution images and fonts in the native application file before conversion to Postscript.
- Use only PostScript Type 1 fonts. (No TrueType fonts.) Avoid the use of type styling for font attributes such as italic, bold, etc.
- Use only SWOP-standard images in CMYK at 300 dpi with a total area density of 300%. (No RGB, PDF or JPEG images.)
- Set native application files in portrait mode at 100% of size with no rotations.
- Trim, bleed and center marks should be included in the file but kept outside the "live" area. Bleed must extend 1/8" beyond trim. Keep live matter 3/8" from trim edge.
- Separations for spot color usage must be precisely specified in the native file. Do not substitute process colors within a file when spot color is intended for press. (The publisher reserves the right to match non-paid spot colors as process colors.)

**Proofing Requirements**

A SWOP-certified proof—such as Kodak Polychrome Graphics' Digital Approval 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 as content proofs only. Visit [www.swop.org](http://www.swop.org) for a complete and current list of certified proofing formats. When calling for spot color usage on press, clearly indicate such on the supplied.

**Media requirements**

Submit a single PDF/X-1a file per advertisement on CD-ROM or DVD media in Macintosh format. Do not include multiple file formats of a single ad. Enclose a copy of the insertion order and label the media with the following: Magazine name, Issue date, Advertiser and agency name, Production contact (name and phone number), File name/number.

**Electronic ad submissions**

We will accept electronic file transmission via FTP, provided a SWOP proof is shipped simultaneously. (Contact production manager for site access.) E-mailed ad submissions are NOT acceptable.

**More info**

For more information regarding the above specifications, contact the production manager Jean Loesch at 646-654-7248.