

EFFECTIVE JULY 2008

Please ensure that your advertising designer is aware of and adheres to these specs.

Ad Sizes (w x h)	Live Area (Non Bleed)	Trim Area	Bleed Area
Double-Page Spread	16-3/8" x 10-1/2" (416mm x 267mm)	16-3/4" x 10-7/8" (425mm x 276mm)	17" x 11-1/8" (432mm x 283mm)
Full Page	8" x 10-1/2" (203mm x 267mm)	8-3/8" x 10-7/8" (213mm x 276mm)	8-5/8" x 11-1/8" (219mm x 283mm)
1/2 Page Horizontal assuming bottom of page	8" x 5" (203mm x 127mm)	8-3/8" x 5-3/16" (213mm x 132mm)	8-5/8" x 5-5/16" (219mm x 135mm)
1/2 Page Vertical specify left or right	3-7/8" x 10-1/2" (98mm x 267mm)	4-1/16" x 10-7/8" (103mm x 276mm)	4-3/16" x 11-1/8" (106mm x 283mm) Top, Bottom & ONE side only
1/3 Page Horizontal assuming bottom of page	8" x 3-1/2" (203mm x 89mm)	8-3/8" x 3-11/16" (213mm x 94mm)	8-5/8" x 3-7/8" (219mm x 98mm) Bottom & sides only
1/3 Page Vertical specify left or right	2-3/4" x 10-1/2" (70mm x 267mm)	2-15/16" x 10-7/8" (75mm x 276mm)	3-1/16" x 11-1/8" (78mm x 283mm) Top, Bottom & ONE side only
1/4 Page Horizontal	8" x 2-1/4" (203mm x 57mm)	8-3/8" x 2-5/8" (213mm x 67mm)	
1 Column Unit	1-1/16" x 2.25" (27mm x 57mm)		

* Production charges for file preparation, pre-flight, trouble shooting and processing for the first insertion of all new ad material are included in rates.

Additional designer time for any ad size is \$50/hr • Should your preflighting exceed 1 hr you will be advised of additional charges • We reserve the right to refuse any and all ad material that is not delivered to specifications.

**EASY
FILE UPLOAD**
see page
2

MECHANICAL REQUIREMENTS

Magazine format, coated paper, printed coldset, sheet-fed.

Screen Ruling: B & W, spot or four-color process: 150 lines.

MATERIAL TO COMPENSATE FOR 20-25% DOT GAIN AT MID-TONE.

Screen Densities: (240% UCR; 75% GCR) Total percentage of tone values should not exceed 300% for four-color material. Only one solid color should be used in areas comprised of two or more colors. Maximum screened value of any one color should not exceed 80%, unless it becomes the solid color. A black screen of less than 10% may not be visible. For surprinting, use a screen of not more than 45% density for the background where type is surprinted; not less than 45% density where type is reversed. Small letters, serifs and thin lines should be restricted to one ink. Process black areas need only be comprised of 100% black plus 30% cyan.

Trapping: Since our ripping system automatically traps all files please remove all trapping from ad artwork (including support files). If you wish to manually trap your work ensure a minimum 2 point trap and please inform us that you would like us to use your specified trapping.

Please include a "size as" black and white composite proof printed from your final file

IMPORTANT NOTE REGARDING PROOFS: Our digital proofing method is PLOTTER PROOFS. We will accept and use client's own color-accurate proofs if required, or we will produce a color accurate proof (charged to client) at client's request.

Please supply us with your working files (Pre-Flighted) in one of the following formats

(1) Native Indesign files (include all artwork, EPS files, TIFF files, PICT files and all fonts)

(2) PRINT-OPTIMIZED PDFs (Please embed all fonts).

Black & White PDFs - all files embedded in PDF must be black & white

Color PDFs - must not contain RGB, LAB or Indexed colors - only CMYK

At your request, we can supply our print quality Acrobat Distiller job options to ensure the best quality pdf

* We cannot check detailed trapping in print-quality PDFs.

Please ensure that all colors are trapped correctly prior to writing your PDF, paying extra attention to any files created in Adobe Illustrator.

- (3) Adobe Illustrator files (please outline all fonts and include or embed all EPS or TIFF images)
 - (4) EPS or TIFF - not recommended for ads with small type (We will not be able to make any production changes to these formats). Please ensure that all colors are defined as process (CMYK), unless a spot color is specified.
- All color pictures should be converted to CMYK (no RGB), and should contain no JPEG encoding. Gray scale and color images should be scanned at a minimum line-screen of 266 dpi.

IMPORTANT NOTE: COLOR MANAGEMENT MUST NOT BE USED IN GRAPHIC PROFILES

(i.e. please remove all Color Management when saving Photoshop files)

IMPORTANT NOTE REGARDING FONTS

Truetype and Multiple Master (MM) fonts are not supported by PDF. To save trouble, try to avoid these types of fonts if at all possible. If a Truetype or MM font is necessary, please convert all text to outlines.

MEDIA REQUIREMENTS

We prefer that you send files digitally, but we can support Apple Macintosh compatible ZIP Disks, and CD-ROMs. To avoid transportation problems and to reduce file size please use the file compression program STUFFIT when possible.

FILE NAMING CONVENTIONS

Certain characters cause problems when transmitting via FTP and when PDF files are ripped. Avoid the following: ! @ # \$ % ^ & * () ? { } [] \ / " ' : ; ~ ` Use only A-Z, a-z and numbers 0-9

Publisher does not accept responsibility for reproduction when materials supplied do not meet the above specifications. Publisher reserves the right to charge back to Advertiser or Agency costs of all work incurred for conversion of material supplied into these specifications.

FILE UPLOAD

Go to www.strategymag.com/upload to upload files.

