

PRINT SPECS

BNP Media is steadily migrating all publications to a computer-to-plate workflow. We strongly encourage advertisers to supply digital files instead of film. Please call the production manager if you need assistance creating digital files.

PRINTING SPECIFICATIONS

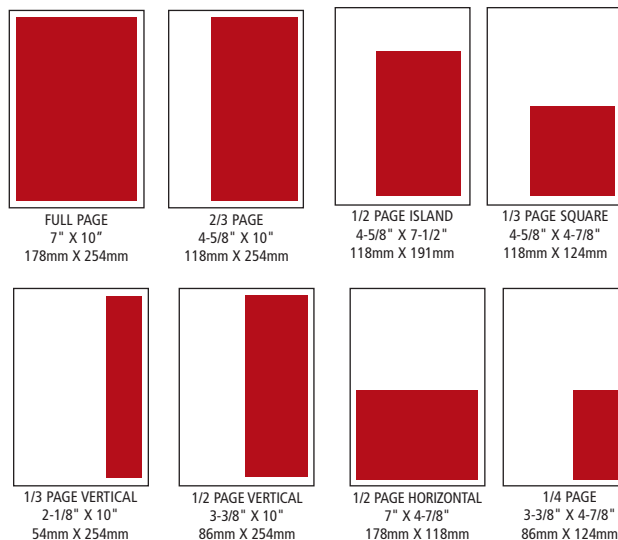
- **Binding:** Saddle-stitched.
- **Printing:** Heat-set web-fed offset.
- **Film:** Screened offset negatives, right-reading with emulsion side down.
- **Screen:** 150 line screen recommended.
- **Proofs:** Complete match print proof and set of progressive proofs with color bars are required.
- **Color Rotation:** Magenta, yellow, cyan and black progression.
- **Composition:** Costs incurred in producing necessary offset material will be billed separately.

DIGITAL AD REQUIREMENTS

- **Platforms:** Macintosh preferred. (IBM-compatible accepted, fonts will be replaced by Mac versions.)
- **Preferred File Formats:** Quark, Photoshop and Illustrator files accepted. PDFs are accepted; please call your production manager for correct distiller settings.
- **Photos:** 300 dpi saved as TIFF or EPS. Color images must be CMYK. Do not compress graphics using JPG or LZW.
- **Colors:** All colors used should be CMYK, unless a spot color has been purchased.
- **Electronic Submission:** CD-ROM disks accepted. Files sent via e-mail should be 3 MB or less. Larger files should be posted to the FTP site. All artwork (photographs, logos, clipart, etc.) and all fonts (both printer and screen fonts, Postscript Type 1 fonts recommended) must be included. A screened contract

quality proof created from the final electronic file must be submitted with each color ad. Kodak Approval proofs preferred. Iris or other SWOP Standard proofs accepted. Color cannot be guaranteed unless an acceptable proof is provided. Please supply B&W laser printout for B&W ads.

- **Ad Size:** Crop marks for full-page ads should be at trim size (8" x 10-3/4"). Bleed ads should extend beyond trim crop marks by 1/8" on each side. Vital matter must be kept at least 3/8" away from trim edges. Fractional ads should match sizes published in media kit.
- **Proofs:** Proofs for advertiser-supplied display ads will not be sent unless requested.
- **Storing Material:** Film, artwork, disks/CDs will be stored for two years and then destroyed, unless otherwise advised by the advertiser or agency.



PAGE SIZE	Inch	Millimeter
Page Trim Size	8 x 10-3/4	203 x 273
Live Matter	7 x 10	178 x 254
Spread Trim Size	16 x 10-3/4	406 x 273
Spread Live Matter	15 x 10	381 x 254
BLEED		
Page	8-1/4 x 11	210 x 279
Spread, Gutter Bleed	14-3/4 x 10	375 x 254
Spread, Full Bleed	16-1/4 x 11	413 x 279
<i>Live matter must be kept at least 3/8" away from trim edge on bleed pages.</i>		
COLUMN WIDTH		
2-column Page	3-3/8	86
3-column Page	2-1/8	54
Classified Column	2-1/8	54
Services Marketplace Unit	3-3/8 x 1-3/4	86 x 44

SUBMIT ALL I/Os AND MATERIALS TO:

Susan Sutton • Production Manager
Adhesives & Sealants Industry
 FTP: <http://upload.bnpmmedia.com>
 (no user name or password required)
 330-336-4098; fax: 248-502-2033
suttons@bnpmmedia.com

ASI's Global Adhesives & Sealants Directory (GAD) is digest-sized. See pages 24 and 25 for specs, rates and more information.