

# Advertisement Specifications & Mechanicals

## General Specifications

**Printing Method:** Web Offset

**Binding:** Perfect

**Paper:** Cover printed on 70-lb coated offset, text printed on 36-lb coated groundwood offset

**Ink:** SWOP standard and four-color process

**Line Screen:** 133 lines per inch

## Digital Ad Specifications

**PDF Format:** Advertisers are encouraged to submit PDF and PDF/X1-A files provided that they are prepared for press-optimized printing in CMYK with fonts embedded. For an Acrobat Distiller job-options file and more information on creating acceptable PDF files, visit [www.pentonads.com](http://www.pentonads.com). Please note: PDF files lack the ability to be edited or altered (i.e., phone number, address, etc.)

**Preferred Applications:** Ad layouts should be created using either QuarkXpress™; Adobe Pagemaker® or Adobe InDesign®. If submitting application files, provide all supporting graphics and fonts.

**Proofs:** We minimally require a text and element proof to assist in preflighting digital ad files. For critical color match we require a digital halftone proof (i.e., Kodak Approval, Dupont Digital Waterproof, Fuji FirstProof, etc.). Accurate color reproduction cannot be guaranteed without an accompanying SWOP-certified proof.

**Photo Elements:** 300 dpi, actual size; CMYK color model; .tif or .eps format; no JPEG compression.

**Line Art/Text:** 600 dpi minimum; CMYK color model; .eps or .tif format with color preview. In Photoshop, black text should be created in black channel only to avoid registration problems.

**Color Tone Values:** To avoid over-saturation of ink, the total combined value of CMYK colors should not exceed 300% (i.e., C=100, M=100, Y=50, K=50). Any one color with a required value over 85% should be made solid.

**Color Mode:** Ads should be converted to CMYK prior to submission as color shifts may occur. Ads received in RGB color will be converted to CMYK.

**Fonts:** When submitting application files, include screen and printer fonts. On illustrations, it is recommended to convert text to outline; however, outline text cannot be altered.

**Lettering:** Reproduce all reverse lettering with a minimum of colors. Type smaller than 8 point with fine serifs should be avoided.

**Media:** Mac or IBM CD

**Digital guidelines and submitting your ad file go to [www.pentondigitalads.com](http://www.pentondigitalads.com) or contact the publication Production Manager.**

## Online Specifications

**Newsletter:** JPG, GIF, Animated GIF, 35K max file size. *Note: If you are sending an animated GIF please make sure the first frame contains all necessary information. Readers on Outlook 2007 will only be able to see the first frame. Readers on other versions of Outlook or on different e-mail programs will be able to see the full animation.*

**Web site:** JPG, GIF, Animated GIF, Flash, 35 K max file size.

## Insert Specifications

Insert size: Preprinted inserts should be furnished as 8<sup>1</sup>/<sub>8</sub>" x 11" (206 mm x 279 mm). When perfect bound, inserts will trim 1<sup>1</sup>/<sub>8</sub>" (3.175 mm) from head, 1<sup>1</sup>/<sub>8</sub>" (3.175 mm) from gutter, face and foot. Keep critical matter 1<sup>1</sup>/<sub>4</sub>" (6.35 mm) from all sides. Inserts greater than two pages should be furnished folded. Contact advertising production coordinator for maximum stock weight, required quantities, delivery deadlines, glue tipping/magna-stripping options and specifications, and shipping information.

### GENERAL SPECIFICATIONS

**Method of Printing:** Web Offset

**Trim Size:** 7<sup>3</sup>/<sub>4</sub>" x 10<sup>3</sup>/<sub>4</sub>" (197 x 273 mm) — No. Cols. 3 and 2

**Binding Method:** Perfect

**Paper:** Cover printed on 70-lb coated offset; text printed on 36-lb coated-groundwood offset

**Ink:** SWOP standard and four-color process

Maximum Ad Dimensions	Inches	Millimeters
Full page –		
Live Area . . . . .	7 <sup>1</sup> / <sub>4</sub> " x 10 <sup>1</sup> / <sub>4</sub> " . . . . .	184 x 260 mm
Trim Size . . . . .	7 <sup>3</sup> / <sub>4</sub> " x 10 <sup>3</sup> / <sub>4</sub> " . . . . .	197 x 273 mm
w/Bleed. . . . .	8" x 11" . . . . .	203 x 279 mm
2/3 page: . . . . .	4 <sup>1</sup> / <sub>2</sub> " x 9 <sup>5</sup> / <sub>16</sub> " . . . . .	114 x 237 mm
1/2 page horiz. –		
Live Area . . . . .	6 <sup>13</sup> / <sub>16</sub> " x 4 <sup>7</sup> / <sub>8</sub> " . . . . .	173 x 124 mm
Trim Size . . . . .	7 <sup>3</sup> / <sub>4</sub> " x 5 <sup>3</sup> / <sub>8</sub> " . . . . .	197 x 137 mm
w/Bleeds . . . . .	8" x 5 <sup>1</sup> / <sub>2</sub> " . . . . .	203 x 140 mm
1/2 page vert.: . . . . .	3 <sup>3</sup> / <sub>8</sub> " x 9 <sup>15</sup> / <sub>16</sub> " . . . . .	86 x 252 mm
1/2 page island: . . . . .	4 <sup>1</sup> / <sub>2</sub> " x 7 <sup>1</sup> / <sub>4</sub> " . . . . .	114 x 184 mm
1/3 page vertical: . . . . .	2 <sup>1</sup> / <sub>4</sub> " x 9 <sup>15</sup> / <sub>16</sub> " . . . . .	57 x 252 mm
1/3 page square: . . . . .	4 <sup>1</sup> / <sub>2</sub> " x 4 <sup>7</sup> / <sub>8</sub> " . . . . .	114 x 124 mm
1/4 page: . . . . .	3 <sup>3</sup> / <sub>8</sub> " x 4 <sup>7</sup> / <sub>8</sub> " . . . . .	86 x 124 mm
1/6 page: . . . . .	2 <sup>1</sup> / <sub>8</sub> " x 4 <sup>7</sup> / <sub>8</sub> " . . . . .	54 x 124 mm
Die Cut Tab: Trim: 7 <sup>11</sup> / <sub>16</sub> " x 10 <sup>3</sup> / <sub>4</sub> " (Add 1/4" for bleed, folds 2" toward spine)		

**NOTE:** Critical ad content should be kept 1/4 inch from all trims.

Spread ads should keep critical content 1/4 inch from both sides of the gutter.

## Insert Printing

T&D World magazine is pleased to provide advertisers with competitive printing quotations for all inserts. Details of printing quotations can be obtained through your Regional Sales Manager.

Contact your *Transmission & Distribution World* Sales Representative for rates, production specifications and shipping instructions, or visit [www.pentondigitalads.com](http://www.pentondigitalads.com).

Send all advertising contracts, insertion orders, materials and correspondence to:

Julie Gilpin  
Production Manager  
*Transmission & Distribution World*  
9800 Metcalf Avenue  
Overland Park, Kansas 66212 USA  
913-967-1373; fax: 913-514-6822  
[julie.gilpin@penton.com](mailto:julie.gilpin@penton.com)

**RATE POLICY AND CONTRACT PROVISIONS:** All advertisements are accepted and published entirely on the representation that the Advertising Agency and/or Advertiser are properly authorized to publish the entire contents and subject matter thereof. It is understood that, in consideration of the publication of advertisements, the Advertiser and/or Advertising Agency will indemnify and hold the Penton Media ("Publisher" or "Penton") harmless from and against any claims or suits for libel, violation of rights of privacy, plagiarism, trademark, patent and copyright infringements (including the text and photographs within the advertisements), and other claims based on the contents or subject matter of such publication. The Publisher reserves the right to reject any and all advertising, which the Publisher feels is not in keeping with the publication's standards, policies and principles. The Publisher reserves the right to add the word "Advertisement" at the top and/or bottom of, or anywhere within any publication page, that in the Publisher's sole judgment, too closely resembles editorial pages of the publication. The Publisher will not be bound by any conditions, printed or otherwise appearing on any order blank, insertion order or contract when such conditions conflict with the terms or conditions of the publication's rate card, or any amendment thereof. The Publisher shall not be subject to any liability whatsoever for any failure to publish or circulate all or any part of the publication issue or issues due to strikes, work stoppages, accidents, fires, acts of God or any circumstance not within control of the Publisher. The Publisher is not responsible for the accuracy of any corrections or changes made to any Advertiser's materials.

**AGENCY COMMISSION:** 15% of the gross billing allowed to recognized advertising agencies on space, color, bleed and position only, provided account is paid within 30 days of invoice date. Advertiser's material must be prepared in accordance with production specifications to qualify for agency commission. No cash discounts allowed.

**SEQUENTIAL LIABILITY:** Advertiser and Advertising Agency are jointly and severally liable for payment. Publisher will not release the Advertising Agency from liability even if a sequential liability clause is included in the contract, insertion order, purchase order, etc.

**CANCELLATION POLICY:** Neither the Advertiser nor its Advertising Agency may cancel advertising after closing date. Cancellations prior to closing must be in writing. Verbal cancellations will not be accepted.

**ERROR LIABILITY LIMIT:** The Publisher's liability for any error will not exceed the charge for the advertisement in question. The Publisher assumes no liability for errors in key numbers, advertisers' index, or any type set by the Publisher. The Publisher is not responsible for the accuracy of any corrections or changes made to the Advertiser's copy/materials. [ALTERNATIVE LANGUAGE: Liability for failure to publish an advertisement or for an error in any advertisement published shall be limited to a "make good" on such advertisement.]

**SHORT RATE PROTECTION:** Advertisers billed at special contract rates based on frequency, but who fail to fulfill the contract, will be billed at the Publisher's sole discretion for the difference to reflect the rate that is actually earned. For example, Advertisers will be billed for lost frequency discounts if, within a 12 (twelve) month period (or written contract period) from date of the first insertion, they do not use the amount of advertising space upon which their billing rate was based.

**RATE CARD IN EFFECT:** Advertising rates, terms and conditions set forth in this rate card shall govern all transactions and supersede any other information published in previous rate cards, directories, media guides or rate and data services whether in print or online. Publisher will not honor rates or data derived from these other sources unless it is in conformance with this rate card. Publisher has the right to increase rates with prior notification to advertiser.

**TERMS OF SALE:** Terms of sale are Net 30 days from date of invoice. No cash discounts allowed. Penton will not accept any form of payment, which contains any limitations or conditions on payment such as short paid checks noted as representing payment in full of a disputed balance.

**LINE OF CREDIT:** Advertiser's line of credit may increase or decrease from time to time. Such changes will be made at the sole discretion of Penton, and no advanced notification is promised or implied.

**PAST DUE ACCOUNTS:** Orders may be held at the Publisher's sole discretion.

**COLLECTION RELATED ISSUES:** If Penton must refer Advertiser's delinquent account to an attorney or collection agency, Advertiser agrees to pay all reasonable attorneys' or collection agency's fees, court costs and other collection costs in connection with the Publisher's collection efforts.

**JURISDICTION:** Advertising Agencies and/or Advertisers agree that any legal action arising between Penton and Advertising Agency and/or Advertiser must be brought in the courts of the state of Kansas, Johnson County, and that Advertising Agency and/or Advertiser agrees to submit all claims to the jurisdiction of these courts regardless of any conflict of jurisdiction which may arise.

**NOTIFICATION TO PUBLISHER:** If the Advertising Agency and/or Advertiser changes their address or there is a change of ownership or control of their company, please notify the Publisher of this change within 10 working days.