

production

digital advertising specifications

Ad materials are to be supplied as digital files in the preferred PDF/X-1a (vector) format. Create one PDF/X-1a file per ad or ad page; spread ads must be submitted as two single page files.

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 may necessitate production fees. Nielsen Business Media is not responsible for making corrections to supplied files.

Customer-supplied digital files and SWOP proofs will be retained for up to three months following publication date and then destroyed unless otherwise requested in writing.

PDF/X-1a File Preparation

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

- Create ad layouts in a professional desktop publishing program such as Adobe InDesign® or QuarkXPress™.
- Orientation: Set native application files in portrait mode at 100% with no rotations.
- Color: Define all colors as Grayscale or CMYK process unless intended to print as a spot color (Pantone) on press. RGB, LAB and ICC based colors are not allowed.

Advertising Conditions

1. All advertising is subject to Publisher's approval. Rates, conditions and space units are subject to change without notice. Positioning requests that are not paid for are not guaranteed. Publisher may reject advertisements without liability, for any reason or no reason, including those that Publisher deems inappropriate or incompatible with its standards and those that have been previously acknowledged or accepted. Publisher may place the word "advertisement" or otherwise add or delete text to or from ads, which, in Publisher's opinion, resemble editorial matter. Publisher does not accept cancellations after the publication closing date. Publisher may print any advertisement received before then and collect the full amount shown on the insertion order. A 15% commission will be paid to advertising agencies recognized by Publisher. No commissions will be paid on production and mechanical charges.

2. Payment terms are net 30 days after date of invoice. Publisher may apply payments from Advertiser or its affiliates to any other debt

- Images: Must be SWOP-compliant with a minimum resolution of 200 dpi. All high-resolution images and fonts must be included. OPI selections should be turned off. Do not nest EPS files within other EPS files. Save images in TIFF or EPS format, with no embedded color management profiles.
- Set screening at 150 lpi.
- 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.
- Type: Use Postscript Type 1, Open Type or TrueType fonts only. Text containing thin lines, serifs or small lettering should be restricted to one color.
- Layers within the document file must be flattened.
- Generation of acceptable PDF/X-1a files is done by the output of a Postscript file (.ps) which is then distilled through Adobe Acrobat Distiller to avoid font, transparency and layering issues. It is recommended that the PDF file be certified PDF/X-1a using a PDF preflight utility like Adobe Acrobat Professional (version 6 or higher) or Enfocus PitStop.
- Do not export PDF/X-1a files out of page layout applications (Adobe InDesign® or QuarkXPress™).

Proofing Requirements

A SWOP certified 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 for content only. Visit www.swop.org for a complete list of current certified proofing options.

When calling for spot color (Pantone) usage on press, clearly indicate such on the supplied proof.

Support Services

For user-friendly, online PDF certification, visit www.magsend.com.

Ad submissions

Submit digital ads on CD or DVD in Macintosh format. Enclose a copy of the insertion order and label the media with the following: Magazine name, issue date, advertiser, agency name, contact name and phone and file name/number

We will accept electronic file transmission via FTP, provided a SWOP proof is shipped simultaneously. Files submitted via FTP must include the following information in the file name: Publication short name or acronym, issue date and ad name. Example: BTN_012609_NorthwestAirlines. Contact production manager for site access.

E-mailed ad submissions are NOT acceptable.

More info

For more information regarding these specifications, contact Barbara W. Lau / production manager at 646-654-7308.

owed to Publisher or its affiliates. Advertiser and its affiliates shall remain liable for all outstanding sums owed to Publisher and its affiliates. Advertiser will be charged interest on all past due payments at the rate of 18% per year or the highest legal rate, whichever is lower. Advertiser, its affiliates and any applicable agency are jointly and severally liable for all payments to Publisher and its affiliates. Publisher is not bound by any terms or conditions that are unwritten or that appear on order forms or copy instructions when those terms or conditions conflict with or alter any provision contained in Publisher's rate card or its policies.

3. Advertiser and any applicable agency jointly and severally represent that they are fully authorized and licensed to use and publish (i) the names, portraits and pictures of living and dead persons, (ii) all intellectual, private and proprietary property, and (iii) all testimonials and other matter contained in any advertisement submitted by or on behalf of Advertiser, and that the advertisement is not libelous, an invasion of privacy or otherwise unlawful.

4. As part of the consideration to induce Publisher to publish advertisements, Advertiser, any applicable agency and their affiliates agree to and shall indemnify, defend and hold harmless Publisher and its affiliates from and against any and all losses, damages (including consequential, incidental, special and punitive damages), liabilities, costs, fees and expenses (including court, collection and legal fees and expenses) incurred, arising out of or related to (i) the content and publication of the advertisements and (ii) the failure of any contest related to the advertisements to comply and conform to all applicable laws, ordinances, statutes and rules.

5. Publisher's aggregate liability to Advertiser and any third parties for any and all reasons shall not exceed the amount paid by Advertiser to Publisher for the applicable advertisement. Publisher shall have no liability in all cases resulting from events that are beyond its reasonable control. In no event shall Publisher be liable to Advertiser or any other party for consequential, incidental, special or punitive damages. Publisher is not liable for errors in pubset reader service numbers, booth lines or ad indexes.



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