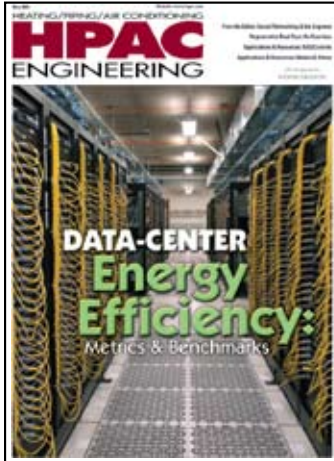


**Upload ads to [www.pentondigitalads.com](http://www.pentondigitalads.com)  
 (select HPAC)**



**Printing Process: Web Offset**  
**Binding Method: Saddlestitch**

**AD SIZES:**

Note: for all ads, create a document to the dimensions listed. Keep live matter 3/16" away from trim edge. For bleed ads, keep live matter 5/16" away from the bleed edge.

Trim Size:	7.625" x 10.5"
Full Page:	7" x 9.75"
Full Page with Bleed:	7.875" x 10.75"
2/3 Page:	4.5" x 9.75"
2/3-Page with Bleed:	5.125" x 10.75"
1/2-Page Island:	4.5" x 7.375"
1/2-Page Horizontal:	6.875" x 4.625"
1/2-Page Horizontal with Bleed:	7.875" x 5.375"
1/2-Page Vertical	3.25" x 9.75"
1/3-Page Vertical	2.125" x 9.75"
1/3-Page Square	4.5" x 4.625"
1/4-Page Vertical	3.25" x 4.625"
1/6-Page	2.125" x 4.875"
Spread Trim:	15.25" x 10.5"
Spread:	15" x 9.75"
Junior Spread:	15" x 4.625"

**ELECTRONIC FILE TRANSFER:**

You may submit electronic files via the Web site at:  
**[www.pentondigitalads.com](http://www.pentondigitalads.com) (select HPAC)**  
 When submitting files via the Web site, a SWOP-certified proof must be mailed to:

**Tamara Gillespie, Production Manager**  
**9800 Metcalf Avenue**  
**Overland Park, KS 66212**  
**913-967-1742 • Fax: 913-981-5691**  
**Email: [tamara.gillespie@penton.com](mailto:tamara.gillespie@penton.com)**

For instructions on creating electronic files, visit our Web site at:  
[www.pentondigitalads.com](http://www.pentondigitalads.com)

**Requirements for Sending Electronic Files**

Penton Media, Inc., uses computer-to-plate technology for all printed material. We ask that advertisers supply digital files using the standardized formats as listed below.

**PLATFORM:**

Macintosh or PC accepted.

**FILES ACCEPTED:**

PDF/X, TIFF/IT, DCS2, PDF (Prepress high-resolution), or Postscript.

**COLOR:**

Send all files in CMYK mode unless a Pantone® color is running. RGB files must be converted to CMYK. Please indicate all colors, including Pantone® colors, on a checklist.

**EMBEDDED IMAGES:**

MINIMUM resolution requirements:

- 300dpi for full-color artwork or grayscale
- 1200dpi for bitmap (B&W/Line Art)

Images and logos from Web sites are NOT usable for print ads.

**PROOF:**

SWOP-certified proofs for all ads must be provided. Recommended SWOP- certified proofs:

- Imation Matchprint SWOP Lo-Gain Negative Proofing System
- Imation Matchprint SWOP Lo-Gain Positive
- Imation Matchprint Digital Halftone Proof CreaScitex
- Imation Matchprint Pro w/Xerox DocuColor 12
- Trendsetter Spectrum/Proofsetter Spectrum
- Kodak Approved Digital Color Proofing
- Iris Pro SWOP
- Fuji Color-Art System CR-T4 SWOP; Fuji Pictoproof; Fuji FinalProof
- AGFA Pressmatch Dry Negative Proofing System
- AGFA Pressmatch Aqueous Proofing System
- DuPont Digital Waterproof; DuPont Waterproof
- Polaroid Polaproof Digital Halftone Proofing

Penton Media, Inc., will not be held liable for the reproduction of any ad submitted without a SWOP-certified proof. For additional information on SWOP requirements, got to [www.SWOP.org](http://www.SWOP.org).

**PUBLISHER SERVICES:**

Advertisers will be billed for the following services:

- Convert film to digital format: \$50 per piece of film
- Convert native application files: \$125 minimum charge
- SWOP approved digital proof: \$100

**STORAGE**

Penton Media, Inc., does not keep a copy of electronic files. Advertisers must retain the original copy.

**DIRECT ALL PRODUCTION QUESTIONS TO:  
 TAMARA GILLESPIE, PRODUCTION MANAGER  
 913-967-1742**