

HPAC Engineering Advertiser Print Specifications

Printing Process and Binding Method

Web offset. Paper is white, saddle-stitched.

Requirements for Sending Electronic Files

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

1. **Platform:** Macintosh or PC accepted.
2. **Acceptable Files:** PDF/X, TIFF/IT, DCS2, PDF (Prepress high resolution), or Postscript files.
3. **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 the checklist.
4. **Embedded Images:** MINIMUM resolution requirements:
 - 300 dpi for full-color artwork or grayscale
 - 1200 dpi for Bitmap (B&W/Line Art)
 - Images and logos from Websites are NOT usable for print ads
5. **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 Proofing System
 - Imation Matchprint Digital Halftone Proof CreoScitex
 - Imation Matchprint Pro w/Xerox DocuColor 12
 - Trendsetter Spectrum/Proofsetter Spectrum
 - Kodak Approval Digital Color Proofing
 - Iris Pro SWOP
 - Fuji Color-Art System CR-T4 SWOP
 - Fuji Pictoproof
 - Fuji Final Proof
 - AGFA Pressmatch Dry Negative Proofing System
 - AGFA Pressmatch Aqueous Proofing System
 - DuPont Digital Waterproof
 - DuPont Waterproof
 - Polaroid Polaproof Digital Halftone Proofing

For additional information on SWOP requirements go to: www.SWOP.org

Penton Media Inc. will not be held liable for the reproduction of any ad submitted without a SWOP-certified proof.

6. **Electronic File Transfer:** You may submit electronic files via the Website at: www.PentonDigitalAds.com.

When submitting files via the Website, a SWOP-certified proof must be mailed to:

Penton Media, Inc.

The Penton Media Bldg.
1300 E. 9th St., Cleveland, Ohio 44114-1503 USA
Attention: HPAC Engineering/Mel Glendenning

For instructions on creating electronic files, visit our Website at: www.PentonDigitalAds.com

For further technical assistance, call 1/800/321-7003.

Publisher Services: Advertisers will be billed for the following services:

- Convert film to digital format \$60 per piece of film
- Convert native application files . . . \$130 minimum charge
- SWOP-approved digital proof . . . \$110

Storage

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



Artwork

Photos: High-quality transparencies, 35 mm color slides, or 4 by 6 in. or larger glossy prints are preferred.

Digital images: Digital photographs, scanned images, and original Photoshop compositions can be submitted using the following guidelines:

- Use **CMYK** color format, not RGB.
- **300 dpi** is the minimum resolution.
- Send the image(s) on a Zip disk or CD formatted for Macintosh or e-mail them.
- File formats can be **TIFF, EPS, or JPEG.**

Complex drawings: Very detailed drawings will be scanned during the production process. Please produce sharp printouts using high-resolution laser printers or plotters.

Other drawings: Hand-drawn sketches are acceptable as long as they are legible (preferably on a white background). Printouts of computer-generated drawings are preferred over electronic files unless you can provide EPS-formatted files.

We cannot accept AutoCAD (DRW) files.

Original artwork will be returned to you upon request. Specify artwork credits. Please do not embed artwork of any kind in electronically formatted articles or press releases.

Our preferred file formats for text are:

- Microsoft Word
- Text Only
- Rich Text Format (RTF)

Tables of significant detail, such as outputs from computer programs, usually are scanned during the publication process. Please produce sharp black-and-white printouts of detailed tables using high-resolution laser printers or plotters.

HEATING/PIPING/AIR CONDITIONING
HPAC
ENGINEERING