Mechanical Requirements

AD SIZE	NON-BLEED (W x H)	BLEED (W x H)
Full Page	8" x 9 $^7/_8$"	9 $^1/_4$" x 11 $^1/_8$"
1/2 Page (Island)	5 $^1/_2$" x 7 $^5/_8$"	N/A
1/2 Page (Horizontal)	8" x 4 $^3/_4$"	9 $^1/_4$" x 5 $^3/_8$"
1/2 Page (Vertical)	4" x 10"	4 $^1/_2$" x 11 $^1/_8$"
1/4 Page (Square)	4" x 4 $^3/_4$"	N/A
1/3 Page (Square)	5 $^3/_8$" x 4 $^7/_8$"	N/A
1/3 Page (Vertical)	2 $^3/_4$" x 10"	N/A
1/6 Page (Horizontal)	5 $^3/_8$" x 2 $^1/_2$"	N/A
1/6 Page (Vertical)	2 $^1/_2$" x 5 $^3/_8$"	N/A
2 Page Spread*	17 $^1/_2$" x 9 $^7/_8$"	18 $^1/_2$" x 11 $^1/_8$"
1/2 Page Spread	17 $^1/_2$" x 4 $^7/_8$"	18 $^1/_2$" x 5 $^3/_8$"

* If supplying as two single facing pages, set to the trim size (9" x 10 $^7/_8$"), with $^1/_8$" bleed on all outside edges. No gutter bleed is required.

SPECS:
› **Trim Size:** 9" x 10 $^7/_8$"
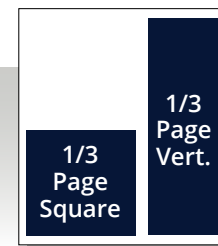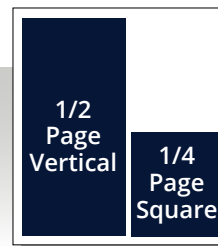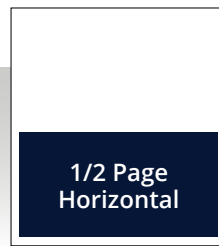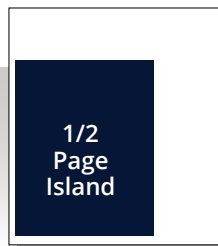› **Binding:** Perfect
› **Printing:** 4-color offset web

Bleed trim: $^1/_8$" on all sides
Live area: $^1/_2$" on all sides
(equal to non-bleed dimensions)

FREQUENCY:
› 9 issues distributed per year
› Supplements: 3 Annually

FILE TRANSMISSION

1. Click on **https://meetingsshare.stamats.com/**
2. Username: **Meetings-Materials** | Password: **779RjFQdP9** (case sensitive)
3. Upload to Meetings_Upload folder
4. Click on the **blue arrow** located at the top of the screen and follow the prompts to upload the file(s)
5. E-mail **candy.holub@meetingstoday.com** once the transfer is complete. Please include the name of your files.

Ad Sizes

1/2 Page Island

1/2 Page Horizontal

1/2 Page Vertical | 1/4 Page Square

1/3 Page Square | 1/3 Page Vert.

PRINT ADVERTISING & SPECIALTY ITEMS SUBMISSIONS
(Advertorials, Cover Tips, Bellybands, Inserts)
Candy Holub
Senior Production Manager
319.861.5025
candy.holub@meetingstoday.com

FILE REQUIREMENTS
Our production department is Mac-based and uses computer-to-plate technology. **We prefer press-ready PDF-X1a files** (file must include bleed, trim marks and exact trim size: 9" x 10 $^7/_8$").

Maximum file size: 48 MB

Images: Photographic images must meet the following guidelines:
Resolution: 300dpi
Color mode: CMYK or Grayscale (convert all RGB images to CMYK). Pantone (PMS) colors will be converted to CMYK and we will not be held responsible for color shifts due to conversion.

Trapping: All items in the document must be trapped to fit. We DO NOT provide trapping, and will not be responsible for undesirable results due to improper trapping.

Proofs: A color proof of your ad is recommended. Publisher cannot guarantee reproduction of ads without a SWOP industry standard proof. Proofs should be output at 100%. Digital proofs and laser prints are not considered accurate in color and will be treated as "content verification only" proofs.

Material Storage: Printing material will be stored for 12 months and then destroyed unless advised otherwise.

PRESS INFORMATION
Printing: Web Offset

Binding: Perfect (Glued)

Color: Black and White, 2-Color and 4-Color Screen: 200 lpi (stocastic)

4-color Density: Maximum 300%. Provided only one color is solid.

Inking: Use Specifications for Web Offset on 60 lb. Machine Coated

Rotation of Colors: black, cyan, magenta, yellow – Web

Production Charges: Advertising rates are based on receipt of finished, press-ready artwork. The production department will contact the responsible party if additional preparation of the files is required. Every effort will be made to contact the responsible party within a reasonable amount of time to resubmit the artwork before our deadlines. Additional preparation of the ad by our Production Department will be billed to the responsible party.

meetings
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TODAY