## 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 $^1/_8$" |
| 1/3 Page (Square) | 5 $^3/_8$" x 4 $^7/_8$" | N/A |
| 1/3 Page (Vertical) | 2 $^3/_4$" x 10" | 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

Login to our Materials Dropbox:
URL: **https://meetingsshare.stamats.com**
User name: **Meetings-Materials**
Password: **779RjFQdP9**
- Click the blue UPLOAD arrow and select ADD FOLDERS. Navigate to the materials folder on your computer and select it. Click UPLOAD.
- A pop-up box will appear confirming that you trust the site - click UPLOAD in the pop-up box. Click UPLOAD again.
- The folder in our Materials Dropbox may still appear empty after the upload is complete.
- Email **candy.holub@meetingstoday.com** after you've uploaded the materials folder.
- **Please do not send .zip files by email.**

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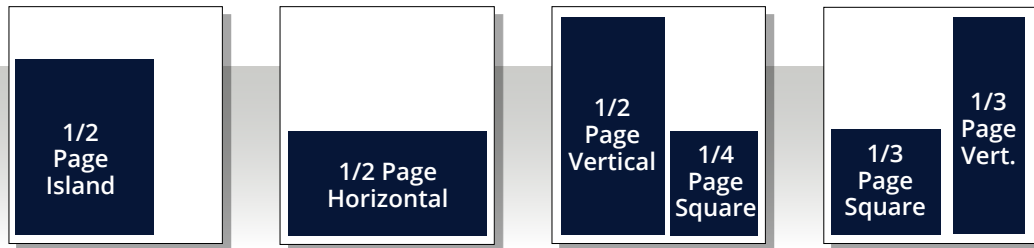
### PRINT ADVERTISING & SPECIALTY ITEMS SUBMISSIONS
(Advertorials, Cover Tips, Bellybands, Inserts)
Candy Holub
Senior Production Manager
319.861.5025
candy.holub@meetingstoday.com

### 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.

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