



2010 PRINT SPECIFICATIONS

SOUND & VIDEO CONTRACTOR

General Specifications

Printing Method: Web Offset

Binding: Perfect

Paper: Cover printed on 80lb. vision gloss; text printed on 32lb. advocate gloss.

Ink: SWOP standard and four-color process

Line Screen: 133 lines per inch

Digital Ad Specifications PDF Format: Advertisers are encouraged to submit PDF and PDF/X1-A files provided that they are prepared for press optimized printing in CMYK with fonts embedded. For an Acrobat Distiller job-options file and more information on creating acceptable

How to upload your digital ads:

1) Access our Digital Ad Upload at www.pentondigitalads.com

2) On the navigation bar, click on submit digital ad

3) Fill out the submission form

4) Hit submit

5) You will receive a confirmation E-mail once your file is successfully uploaded.

Please note: PDF files lack the ability to be edited or altered (i.e. phone number, address, etc.)

Preferred Applications: Ad layouts should be created using either QuarkXpress™ or Adobe InDesign®. If submitting application files, provide all supporting graphics and fonts.

Proofs: We minimally require a text and element proof to assist in preflighting digital ad files. For critical color match, we require a digital halftone proof (i.e. Kodak Approval, Dupont Digital Waterproof, Fuji FirstProof, etc.). Accurate color reproduction cannot be guaranteed without an accompanying SWOP-certified proof.

Photo Elements: 300 dpi, actual size; CMYK color model; TIF or EPS format; no JPEG compression.

Line Art/Text: 600 dpi minimum; CMYK color model; EPS or TIF format with color preview. In Photoshop, black text should be created in black channel only to avoid registration problems.

Color Tone Values: To avoid over-saturation of ink, the total combined value of CMYK colors should not exceed 300% (i.e. C=100, M=100, Y=50, K=50). Any one color with a required value over 85% should be made solid.

Color Mode: Ads should be converted to CMYK prior to submission as color shifts may occur. Ads received in RGB color will be converted to CMYK.

Fonts: When submitting application files, include screen and printer fonts. On illustrations, it is recommended to convert text to outline, however, outline text cannot be altered.

Lettering: Reproduce all reverse lettering with a minimum of colors. Type smaller than 8 point with fine serifs should be avoided.

Media: Mac or IBM CD

For complete preparation guidelines and file delivery information, please visit www.pentondigitalads.com or contact Liz Turner Production Manager 913-967-1818, liz.turner@penton.com

Inserts

Contact your *Sound & Video Contractor* Sales Representative for rates, production specifications, and shipping instructions, or visit www.pentondigitalads.com.

Shipping Instructions

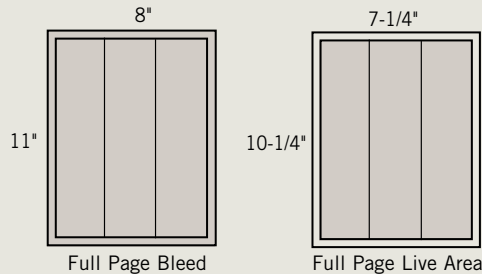
Send all advertising contracts, insertion orders, materials, and correspondence to:

Production Manager/Liz Turner *Sound & Video Contractor* 9800 Metcalf Avenue • Overland Park, KS 66212

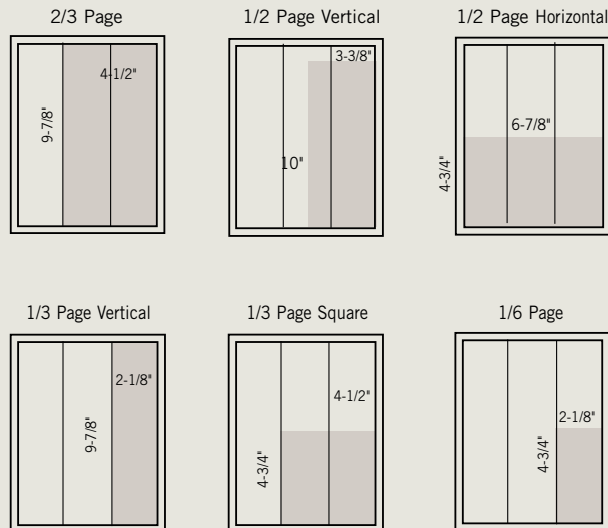
PH: 913-967-1818 • FAX: 913-514-6630, liz.turner@penton.com

Display Ad Dimensions

Trim Size: 7-3/4" x 10-3/4"



*Fractional ads are nonbleed specs



*Contact ad coordinator for bleed dimensions

Display Ad Dimensions

Publication Trim Size: 7-3/4" x 10-3/4"

| AD | Inches |
|---------------------|---|
| Full Page Trim | 7-3/4" x 10-3/4" (19.7 cm x 27.3 cm) |
| Full Page Live Area | 7-1/4" x 10-1/4" (17.8 cm x 25.4 cm) |
| Full Page Bleed* | 8" x 11" (20.3 cm x 28 cm) |
| 2/3 Page | 4-1/2" x 9-7/8" (11.4 cm x 25.1 cm) |
| 1/2 Page | Vertical 3-3/8" x 10" (8.6 cm x 25.4 cm) |
| 1/2 Page | Horizontal 6-7/8" x 4-3/4" (17.4 cm x 12 cm) |
| 1/2 Page | Island 4-1/2" x 7" (11.4 cm x 17.8 cm) |
| 1/3 Page | Vertical 2-1/8" x 9-7/8" (5.4 cm x 25.1 cm) |
| 1/3 Page | Square 4-1/2" x 4-3/4" (11.4 cm x 12 cm) |
| 1/4 Page | Standard 3-3/8" x 4-5/8" (8.6 cm x 11.7 cm) |
| 1/4 Page | Horizontal 7" x 2-3/8" (17.8 cm x 5.9 cm) |
| 1/6 Page | 2-1/8 x 4-3/4 (5.4 cm x 12 cm) |
| Full Page | Spread Trim 15-1/2" x 10-3/4" (39.3 cm x 27.3 cm)** |
| Full Page | Spread Bleed* 15-3/4" x 11" (40 cm x 28 cm)** |
| 1/2 Page | Spread Bleed 15-3/4" x 5-5/16 (40 cm x 13.5 cm)** |

Send display art to: *Sound & Video Contractor*, Liz Turner, Production Manager, 9800 Metcalf Avenue, Overland Park, KS 66212 or e-mail liz.turner@penton.com PH: 913-967-1818 FAX: 913-514-6630

All live matter not intended to bleed should be kept 1/4" (0.25") or 6mm from trim.

* All bleed dimensions include a 1/8" (0.125") or 3mm head, foot, face and gutter trim.

** For best results, make sure words and critical information are not split over crossover. Gutter clearance: 3/16" total (.1875) or 5mm.