

annual guide specs

Standard Publication Specs

Meetings West Guide
 Meetings South Guide
 Meetings East Guide
 Meetings MidAmerica Guide

Trim size 8 1/8" x 10 7/8"
 Live area 7 1/8" x 10"
 3 columns per page
 Perfect Bound

Standard Ads

Ad Size	NON-BLEED Width x Height	BLEED Width x Height
Full-page spread	15 1/4" x 10"	16 1/2" x 11 1/8"
1/2 page spread	15 1/4" x 4 7/8"	16 1/2" x 5 9/16"
Full page	7 1/8" x 10"	8 3/8" x 11 1/8"
2/3 page	4 5/8" x 10"	
1/2 page*	7 1/8" x 4 7/8" (H) * 1/2page (v) is not an option when sold with Advertorial. 4 5/8" x 7 1/2" (I) 3 3/8" x 10" (V)	N/A N/A
1/3 page	4 5/8" x 4 7/8" (S) 2 1/4" x 10" (V)	N/A
1/4 page	3 3/8" x 4 7/8"	N/A
1/6 page	2 1/4" x 4 7/8"	N/A

H: Horizontal, V: Vertical, I: Island, S: Square

Production Contact

Production Department
 Candy Holub, Production Manager
 production@meetingsmedia.com
 p. 319.861.5025 f. 319.364.4278

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 re-submit the artwork before our deadlines. Additional preparation of the ad by our Production Department will be billed to the responsible party.

Materials Submission

Printing Process Computer-to-plate; web offset printing; SWOP standards apply.

- **Maximum Screen** 200 lpi. (stochastic)

Acceptable File Formats (digital files only): Press-ready PDF/X-1a files (File must be exact size of reserved ad. If it is a reserved bleed ad then file must be set to bleed size. All fonts and 300dpi images must be embedded.) , QuarkXPress , Adobe InDesign and Adobe Illustrator (please convert type to outlines). Pagemaker files are accepted only in EPS format with fonts and 300dpi images embedded. All other formats must be approved by the Production Department prior to receipt of materials.

- **Film** Film is no longer accepted. If you submitted previous artwork on film, you will need to make arrangements to send us the digital files for all subsequent insertions.
- **PC Users** If artwork was created in a PC environment, we highly recommend you do the following: 1) Send Press-Ready PDF file or 2) where applicable, convert all type to outlines and/or submit ad as an EPS or Tiff.

File Setup (independent of the software used) Document setup size must be equal to the actual size of the ad spaced booked. When building a bleed ad, see special notes below. If you have any questions, contact the Production Department for help on setting up your document.

Bleeds (tabloid size ads only) Document setup size must be equal to the bleed dimensions of the ad space booked, not the publication trim size. Use the live area dimensions and the trim size as your guides. If you have any questions, contact the Production Department for help on setting up your document.

Fonts Use Type 1, Mac PostScript fonts only. TrueType fonts are not accepted. If artwork was created in a PC environment, see above guidelines.

- **Convert to Paths** If artwork was created in an illustration program, we recommend converting all fonts to paths before submitting artwork.
- **Stylized Fonts vs. Menu Styles** Do not use menu styles in your software, always use the corresponding stylized font file to avoid any conflicts.

Images Right reading; portrait mode; placed at 100%; no rotations.

- **Resolution** 300 dpi
- **File Formats** TIFF (Image Compression: none; Byte Order: Macintosh) or EPS (save Encoding as Binary). JPEG files are not acceptable.

Colors Use CMYK colors only. RGB is not acceptable. Pantone (PMS) colors will be converted to CMYK and we will not be held responsible for color shifts due to conversion.

Trapping All elements in the document must be properly trapped. We do not provide digital trapping and cannot be responsible for undesirable results due to improper trapping.

Submissions We prefer electronic submissions via our FTP site. For instructions on how to access the site, visit our website at www.meetingsmedia.com/production or contact the Production Department. Ads are not accepted via e-mail.

Shipping Address Send materials to the Production Department (address below).

Media Mac formatted CD-ROM discs.

- **Labeling Requirements** Include the publication name, issue date, advertiser's name, and contact person (including telephone and e-mail address). For ads sent via FTP, please send an e-mail to the Production Department with the above information, including the name of the file(s) uploaded.

Proofs 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. A digital proof must accompany all ad files uploaded to our FTP site. A SWOP standard proof should also be sent in the mail. A list of SWOP-certified proofing systems can be found at www.swop.org.

Material Storage Zips, CD-ROM disks, slides, and other materials will not be returned unless otherwise requested. Publisher assumes no responsibility for materials not called for within 60 days after the date of publication, at which time, said material will be destroyed.

MeetingsMedia®

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www.meetingsmedia.com • www.meetingsfocus.com