

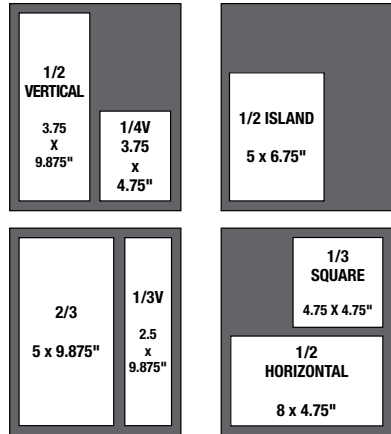
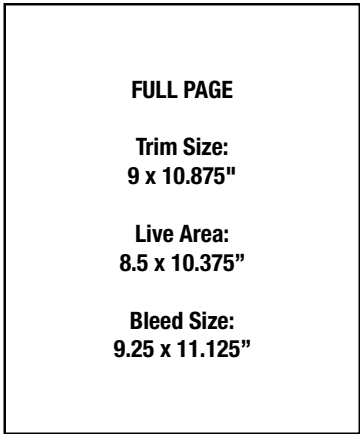
LDI & LIVE DESIGN

mechanical specs

LIVE DESIGN Magazine Magazine Ad Sizes

Width x Depth (inches)

Magazine Trim Size	9 x 10.875"	1/2 Page Vertical	3.75 x 9.875"
Full Page (Live Area)	8.5 x 10.375"	1/2 Page Horizontal	8 x 4.75"
(Bleed)	9.25 x 11.125"	1/2 Page Island	5 x 6.75"
Spread (Live Area)	18 x 10.5"	1/3 Page Square	4.75 x 4.75"
(Bleed)	18.25 x 11.125"	1/3 Page Vertical	2.5 x 9.875"
2/3 Page Vertical	5 x 9.875"	1/4 Page Vertical	3.75 x 4.75"



SPACE UNIT SIZE IN INCHES

Space can be used only in the above sizes. Space exceeding size indicated in any direction is considered bleed except for gutter bleeds in spread.

GENERAL SPECIFICATIONS

Printing Method: Web Offset

Binding: Perfect bound

Paper: Cover printed on 80-lb. Somerset Matte coated offset; text printed on 45-lb. Escanaba

Ink: SWOP standard and four-color process

Shipping Instructions: Send all contracts, orders, insertion instructions, advertising material, and correspondence to:

**Production Coordinator, Live Design,
9800 Metcalf Ave., Overland Park, KS 66212;**

**Clearly mark: "Advertising Materials";
(913) 967-1814; fax: (913) 514-6814;
diane.straughen@penton.com.**

Advertising materials must be shipped prepaid to publication to arrive by the materials due date.

DIGITAL AD SPECIFICATIONS

PDF Format: Advertisers should submit PDF and PDF/X1-A files that are prepared for press-optimized printing in CMYK with fonts embedded. For an Acrobat Distiller job-options file

and more information on creating acceptable PDF files, visit www.pentonads.com. 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:** Text and element proof required to assist in preflighting digital ad files. For critical color match, a digital halftone proof (i.e. Kodak Approval, Dupont Digital Waterproof, Fuji FirstProof, etc.) is required. Accurate color reproduction cannot be guaranteed without an accompanying SWOP-certified proof.
- **Photos:** 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, Zip 100, floppy or FTP Upload: <ftp://adclient:adclient@ftpsrvr2.penton.com>/adclient/or email: diane.straughen@penton.com; (913) 967-1814; fax: (913) 514-6814.
- **Inserts:** Contact advertising representative for rates, production specs and shipping instructions or visit www.pentonads.com.

NEWSLETTER AD TECHNICAL SPECS

Formats Accepted: GIF, Animated GIF or JPEG files only. No Rich Media or Flash.

Dimensions and File Sizes:

- 468x60 full banner, 15-20k max
- 120x60 logo, 8-10k max
- 125x125 square 15k max
- 120x240 half-tower, 20k max
- 120x600 tower, 25k max

Frames and Looping: Max Frames = 4, Looping = 3times
3rd Party Ad Serving: Most 3rd Party Ad tags accepted.

3rd Party Ad tags for enewsletters must be standard IMG SRC and HREF tags only. All 3PAS must be accompanied by anti-caching documentation. Materials due 2 business days prior to newsletter blast.

ONLINE AD TECHNICAL SPECS

Formats Accepted: GIF, Animated GIF, JPEG, HTML, Flash, Unicast, PointRoll, Eyeblander, Enliven

Will Accept For Testing: DHTML, Audio, Real, Shoshkeles, Tomboy

Non-accepted Formats: Java, Java Applet, Video

3rd Party Ad Serving: 3rd Party Ad Tags include DART (internal redirect), Bluestreak, MediaPlex, and Atlas. All 3PAS must be accompanied by anti-caching documentation.

Dimensions and File Sizes:

- 728x90, 35k max
- 300x250, 35k max
- 180x150, 35k max
- 125x125, 35k max

Frames and Looping: Max frames = 4; looping = 3 times

Material Deadline: Materials due 2 business days prior to posting for banner ads and 5 days prior to posting for rich media ads. Include referring URL and alternate text with instructions.

Cancellation Policy: Banners, sponsorships, and enewsletters require a 2-week written cancellation notice.