



Advertising Specifications for TDWI's Best of Business Intelligence (Digital Magazine)

Effective February 2008

tdwi's
**Best of Business
Intelligence**
A Year in Review



Size: 8" x 10³/₄"

The following specifications are for the purpose of controlling the quality of digital magazine publications. Any deviation from these specifications may result in less-desirable results.

Trim Size: 8" x 10³/₄"

▶ Media Shipping

Digital files should be provided on the following media: Macintosh formatted 100MB or 250MB Zip or CD-ROM. Please label media with the magazine name, issue date and advertiser name. Include a laser of the media directory with all contents. Ads requiring work to be done by the Publisher will incur an additional charge. Media and advertising materials are kept by the Publisher for one year then destroyed. Return material requests must be made in writing and are shipped C.O.D.

Send Materials To:

Tanya DeSomov, Production Coordinator
Best of Business Intelligence
1105 Media, Inc.
9121 Oakdale Avenue, Suite 101
Chatsworth, CA 91311
Tel: 818-734-1520 x191
Fax: 818-734-1528
Email: tdesomov@1105media.com

Media, files and proofs should be securely packed and shipped. Contents of the package should be identified on the outside as to publication date and type of material contained within. Please include the magazine name and issue date on all packages.

▶ Pre-press

Ads requiring work to be done (sizing, typos, etc.) by the publisher will incur an additional charge. Advertising files are stored by the Publisher for one year, then deleted.

▶ Contact Information

If you have questions regarding production specifications or insert specifications, please contact your Production Coordinator. For advertising sales information, please contact Denelle Hanlon at 425-277-9130.

▶ Materials Due Date

Materials are due by February 5, 2008.

▶ File Format

We support files generated by Adobe Acrobat using the 1105 Media Print Driver and 1105 Media Job Option Settings for Distiller, with specifications as listed below. Download printer driver & distiller settings from our web site at:
<http://www.1105media.com/digitalAdRes.html>

In order to generate acceptable PDFs, it is important that the native file (QuarkXPress, Adobe InDesign) is prepared accordingly.

Preparing native files for PDFs:

- Multiple pages need to be submitted as single page files
- All images/scans must be in CMYK mode, 300 dpi resolution
- Use Postscript (Type 1) fonts only. No True Type, Windows/PC or custom fonts accepted, unless converted to outlines.
- DO NOT use stylized fonts
- Embed all fonts
- Rules should be .25 point or thicker
- All elements must be placed at 100% size
- Avoid rotation and cropping of images in layout program
- Do not nest EPS files in other EPS files

Preparing an EPS file (Optional alternative format):

- EPS file formats from Adobe Illustrator, Adobe Photoshop or Macromedia Freehand must be a high resolution CMYK EPS file, layers flattened with fonts converted to outlines or paths.

▶ FTP File and Upload Information

Name your files with the magazine name, issue date and project name. All uploads should be followed by either a confirmation phone call or email message to your Production Coordinator to verify the file has been sent.

It is important that the uploaded file is placed in the designated directory for expedient access.

Host: ftp://ads.1105media.com/

User ID: 1105user

Password: 1105pass

Directory: /1105external/production/TDWI/

▶ Digital Advertising Resources

1105 Media, Inc. Media Kits and Ad Specifications

<http://www.1105media.com/adSpecs.html>

Digital Distribution of Advertising for Publications (DDAP)

<http://www.ddap.org>

Specifications Web Offset Publications (SWOP)

<http://www.swop.org>

<http://www.swop.org/certification.html>

Adobe Acrobat

<http://www.adobe.com/products/acrobat/main.html>