



Digital Advertising Specifications

Business Intelligence JOURNAL

The following specifications are for the purpose of controlling the quality of magazine printing on high-speed web presses. All requirements are based on Specifications for Web Offset Publications (SWOP). Any deviation from these specifications may result in less-desirable printed results.

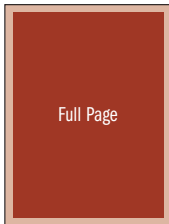
Full Page

Trim Size: 8" x 10¾"

Live Size: 7½ x 10¾

Bleed Size: 8¼" x 11"

All bleed dimensions include 1/8" bleed for trim. For bleed ads, please keep live copy 1/4" from trim and crop marks. CMYK, 4-color process printing only. For PMS ink color availability, contact your Sales Representative.



Ad sizes are to scale.

▶ Media Shipping (not including pre-printed inserts)

Digital files should be provided on the following media: Macintosh formatted DVD 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

Business Intelligence Journal [& issue date]

1105 Media, Inc.

9201 Oakdale Avenue, Suite 101

Chatsworth, CA 91311

Tel: 818-814-5369

Fax: 818-734-1528

E-mail: 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.

▶ Contact Information

If you have questions regarding production specifications or insert specifications, please contact your Production Coordinator. For advertising sales information, please contact your Sales Representative.

▶ 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 (QuarkX-Press, 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 Free-hand 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 indicating the publication name, year, and advertiser name (example: BBI_2010_ABCcompany.pdf). All uploads should be followed by either a confirmation phone call or e-mail 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/Business_Intelligence_Journal