

MATERIAL REQUIREMENTS

Specifications for *ADWEEK*, *BRANDWEEK* and *MEDIAWEEK*

MATERIALS SHOULD BE SENT DIRECTLY TO:

ADWEEK Media,
Production Dept
770 Broadway, 7th floor
New York, NY 10003-9595

www.nielsenadservices.com

Username: ABMAds
(case sensitive)

Password: Adweek
(case sensitive)

For questions, contact
Cindee Weiss at
646-654-5180 or Eileen
Cotto at 646-654-5292.

GENERAL INFORMATION

Materials are due 11 days prior to issue date. Insertion orders must accompany material. One set of materials is needed for advertisements placed in multiple publications. AdweekMedia magazines are printed Web offset on coated stock. Binding is saddle-stitched.

ADVERTISING UNIT DIMENSIONS

			Width	Depth
Single Page:	Bleed	85/8" x 11-1/8"		
	Trim	8-3/8" x 10-7/8"		
	Safety	3/8" from page trim		
	Non bleed	7" x 10"		
Spread:	Bleed	17-1/4" x 11-1/8"		
	Trim	16-3/4" x 10-7/8"		
	Safety	3/8" from page trim		
	Gutter Bleed Only	15-1/2" x 10"		
1/2 Page Spread:	Bleed	17-1/4" x 5-3/4"		
	Trim	16-3/4" x 5-1/2"		
	Safety	3/8" from page trim		
	Gutter Bleed Only	15-1/2" x 5"		
2/3 Page		5"	10"	
1/2 Page V.		4-7/8"	7"	
1/2 Page H.		7"	5"	
1/3 V.		2-3/8"	10"	
1/3 H.		7-1/2"	3"	
1/3 Sq.		5"	4-7/8"	
1/6 V.		2-3/8"	4-7/8"	
1/6 H.		5"	2-1/4"	

INSERTS

CONTACT Cindee Weiss at (646) 654-5180 for specifications.

DIGITAL ADVERTISING SPECIFICATIONS (PRINT)

Ad materials are to be supplied as digital files in the preferred **PDF/X-1a:2001** format.

To match the color expectations of our advertisers, Nielsen Business Media requires the PDF/X-1a:2001 file format and a SWOP proof for each ad submitted. Advertiser/agency accepts full responsibility for reproduction variations between the digital file and the printed image for ads submitted in non-preferred formats. Non-adherence to the preferred format may necessitate production fees. Nielsen Business Media is not responsible for making corrections to supplied files.

Customer-supplied digital files and SWOP proofs will be retained for up to three months following publication date and then destroyed unless otherwise requested in writing.

PDF/X-1A:2001 FILE PREPARATION

Adherence to the following guidelines in application file preparation will aid in successful file conversion:

- Create ad layouts in a professional desktop publishing program such as Adobe InDesign™ or QuarkXPress™.
- Create one PDF/X-1a file per ad or ad page; spread ads may be submitted as a single file.
- Orientation: Set native application files in portrait mode at 100% with no rotations.
- Color: Define all colors as CMYK process. Unintended spot color and or Pantone colors must be converted to CMYK process. RGB, LAB and ICC based colors are not allowed. Black & white images should be saved as single channel black only before placing them into the page. Nested grayscale or nested single channel black may become 4/C when printed. Delete any unused colors.
- Images: Must be high resolution SWOP-compliant with a resolution of 300dpi for CMYK and 1200dpi for black & white images. OPI selections should be turned off. Do not nest EPS files within other EPS files. Save images in TIFF or EPS format, with no embedded color management profiles
- Total area density for color images should not exceed SWOP standard of 300%.
- All ads must be created to bleed specification with crops (printer marks) set at trim dimensions and placed outside the bleed area. Bleed must extend 1/8" beyond trim. Keep live matter a minimum of 3/8" from trim edge.

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PDF/X-1A:2001 FILE PREPARATION *(cont.)*

- Type: Fonts must be embedded. Use Postscript Type 1, Open Type or TrueType fonts only. Text containing thin lines, serifs or small lettering should be restricted to one color. Knockout type smaller than 10 points cannot be guaranteed perfect registration and is therefore not recommended.
- Layers within the document file must be flattened. Opacity – all objects, artwork or effects in the document should be set at a maximum of 99 percent before flattening layers.
- Generation of acceptable PDF/X-1a:2001 files is done by the output of a Postscript file (.ps) which is then distilled through Adobe Acrobat Distiller using the PDF/X-1a setting to avoid font, transparency and layering issues. It is recommended that the PDF file be certified PDF/X-1a:2001 using a PDF preflight utility like Adobe Acrobat Professional (version 6 or higher) or Enfocus PitStop.
- Direct export option out of Adobe InDesign® CS3 or later and/or QuarkXPress™ 7.0 or later can be utilized as long as the PDF/X-1a:2001 setting is used.

PROOFING REQUIREMENTS

A SWOP certified proof is required for all color ads. Proofs must be representative of the supplied file at actual size and display a printer's color control bar. Alternative proofing formats will be used for content only. Visit www.swop.org for a complete list of current certified proofing options. When calling for spot color (Pantone) usage on press, clearly indicate such on the supplied proof. Publication is not responsible for color or content of files that do not conform to our specifications or if material is received after closing date.

AD SUBMISSIONS

Submit PDF/X-1a:2001 advertising materials through our ad portal at www.nielsenadservices.com

- Enter user name: ABMAds (case sensitive) for *Adweek*, *Brandweek* or *Mediaweek*
- Enter password: Adweek (case sensitive)
- Complete the job ticket and attach your PDF/X1-a:2001 file(s) and hit the Send button.
- Please allow for file(s) to complete processing.
- Provide a SWOP proof along with the insertion order and ship to production contact.
- File naming: Publication abbreviation, issue date and ad name.
 - Example: ABM_1005_MSNBC.pdf (runs in all three brands in the October 5th issues; advertiser is MSNBC;)
 - Do not exceed 50 characters in the naming convention.
 - When sending a revised file, include _REV at the end of the file name and contact the production manager to alert of the revised submission.
 - Example: ABM_1005_MSNBC_REV.pdf

Files may also be provided via CD or DVD in Macintosh format: Enclose a copy of the insertion order and label the media with the following: Magazine name, issue date, advertiser, agency name, contact name and phone and file name/number. We do not return CDs.

E-mailed ad submissions are NOT acceptable.

MORE INFO

For more information regarding these specifications or shipping address, contact Production Manager, Cindee Weiss at 646-654-5180 or Production Coordinator, Eileen Cotto at 646-654-5292.