

2012 MEDIA PLANNING GUIDE

Print | Online | eNewsletters | Events | And More!



Heat Treating • Process Control & Instrumentation • Ceramics & Refractories/Insulation • Industrial Gases/Combustion
Vacuum/Surface Treatment • Materials Characterization & Testing • Melting/Forming/Joining
Heat & Corrosion Resistant Materials/Composites • Sintering/Powder Metallurgy

Industrial Heating

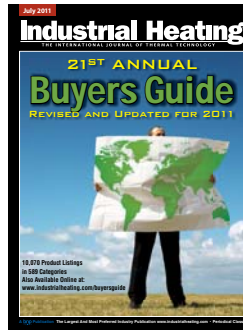
The Largest and Most Preferred Heat Treating/Thermal Processing Industry Media Brand

Industrial Heating

THE INTERNATIONAL JOURNAL OF THERMAL TECHNOLOGY

Connecting people, products and technologies...

Industrial Heating is the world's largest and most comprehensive integrated media resource focusing on high-temperature thermal processing technology and practical applications.



Industrial Heating, USA



IH International Editions



FORGE USA, Brazil, China, India



IH Website



IH Video/YouTube Channel



IH and FORGE Webinars

Editorial Excellence



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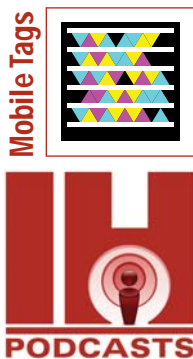
Providing timely, technical information to engineers involved with thermal processing/heat treating in all major manufacturing industries worldwide. Our goal: Help subscribers make better purchasing decisions.

- 12 issues/year (monthly)
- The Experts Speak blog
- Over 80 years in publication*
- Monthly digital editions
- Two industry eNewsletters
- Four to six technical articles/issue
- Exclusive video and audio content
- Written for engineers and engineering managers

*Published as Fuels and Furnaces 1931-1934. Refocused as Industrial Heating in 1934.



Heat Treating, in cooperation with MTI

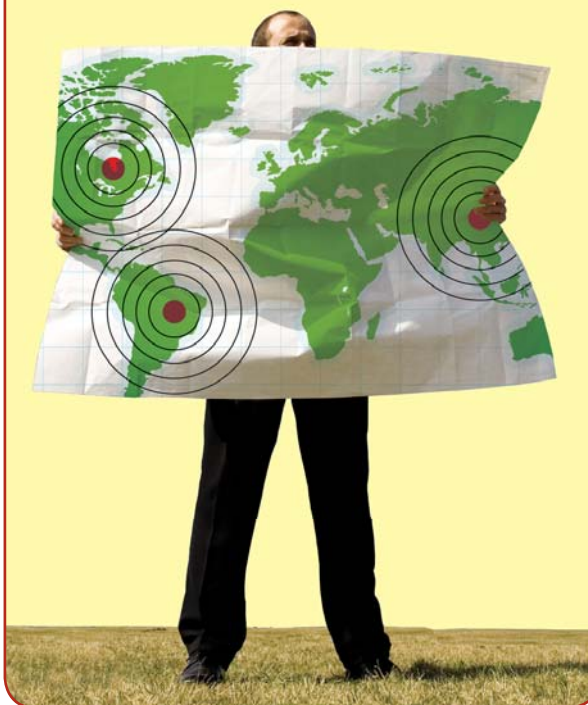


IH magEzine eNewsletter



IH Daily eNewsletter

The Power of Global Reach
 No other thermal processing media brand delivers the world like *Industrial Heating*,
 "The INTERNATIONAL Journal of Thermal Technology."



Targeting Subscribers in These Key Industries:

- Aerospace
- Aircraft
- Alloys
- Aluminum
- Ammunition
- Appliances
- Armaments
- Automotive
- Bar & Rod
- Bearings
- Brass
- Cable & Wire
- Casting
- Ceramics
- Chemicals
- Coatings
- Communications
- Computers
- Construction Materials
- Construction Vehicles
- Copper
- Defense
- Dental
- Die Casting
- Diesel Engines
- Drilling Equipment
- Electric Motors
- Electronics
- Fabricated Metal Parts
- Fasteners
- Forging
- Foundry
- Galvanizing
- Gears
- Guns
- Heat Treatment
- Incineration
- Investment Casting
- Jet Engines
- Lawn & Garden
- Lawnmowers
- Locks/Security Systems
- Marine
- Medical Devices/Implants
- Metals
- Mining Equipment
- Motorcycles
- Nonferrous
- Off-Road Vehicles
- Oil & Gas
- Ordnance
- Pipe
- Plating
- Powder Metals
- Power Generation
- Power Tools
- Powertrains
- Reclamation
- Recreational Vehicles
- Recycling
- Satellite & Space Exploration
- Semiconductors
- Small Engine
- Specialty Materials
- Specialty Metals/Alloys
- Specialty Steels
- Stamping
- Steel
- Strip
- Titanium
- Tool & Die
- Tool Steels
- Truck
- Tube
- Turbine
- And Many More...

Audience Profile

19,475 BPA-audited circulation*

91% of subscribers say the advertisements in IH are important in keeping them informed about product developments and applications.⁴

North America

- 19,310 BPA audited circulation¹
- 8,000 eNewsletter distribution²

China²

- 6,000 print distribution
- 1,000+ trade show distribution

Brazil²

- 2,000 print distribution
- 750+ trade show distribution

Monthly Print Subscribers

- 53,270 total pass along readership, with every copy being seen by an average of 2.18 people³
- 85% recommend, specify or authorize purchases⁴
- 74% captive (in-house) heat treaters²
- 13% commercial/contract heat treaters²
- 13% industry suppliers of equipment, components and supplies²

Audited Website Traffic⁵

- 16,231 monthly unique browsers
- 19,061 monthly user sessions
- 37,322 monthly page impressions



Earn Points – Save Money!

Save up to 20% on ALL* your marketing investments by tallying up IH Points. Earn points for all your pre-scheduled media purchases, and save money all year.

- ✓ Run a print ad... get a point.
- ✓ Run a banner ad... get a point.
- ✓ Sponsor an eNewsletter... get a point.

Look for the IH Points logo throughout this media planner and watch your points – and savings – add up!

*IH Points can be earned for webinars and custom eNewsletters, but discount rates are excluded from webinars, custom eNewsletters and other custom publishing projects. Rate structure applies only to programs committed in advance. IH will not rebate rates for month-to-month programs.



¹ June 2011 BPA Statement (17,453 print, 2,022 digital); ² June 2011 BPA Statement; ³ Publisher's Own Data, 2011; ⁴ AdScore Study, May 2007 (Out of 74 records); ⁵ Buying Decision Trends Study, July 2007 (Out of 554 records); ⁶ BPA Interactive SiteCensus Data, Average Jan-June 2011

	January	February	March	April	May	June
Focus	Emerging Technologies	Nonferrous Thermal Processing	Heat Treating	Aftermarket Consulting & Training	Automotive Heat Treating	Energy Savings
Ad Close	December 8	January 6	February 7	March 8	April 6	May 7
Articles	<ul style="list-style-type: none"> Heat Treating Vacuum/Surface Treating Process Control & Instrumentation Materials Characterization & Testing 	<ul style="list-style-type: none"> Nonferrous Heat Treating Industrial Gases/Combustion Ceramics & Refractories/Insulation Nonferrous Melting/Forming/Joining 	<ul style="list-style-type: none"> Heat Treating Vacuum/Surface Treating Process Control & Instrumentation Heat & Corrosion Resistant Materials/Composites 	<ul style="list-style-type: none"> Ceramics & Refractories/Insulation Heat Treating Industrial Gases/Combustion Materials Characterization & Testing 	<ul style="list-style-type: none"> Induction Heat Treating Sintering/Powder Metallurgy Vacuum/Surface Treating Process Control & Instrumentation 	<ul style="list-style-type: none"> Industrial Gases/Combustion Heat Treating Ceramics & Refractories/Insulation Heat & Corrosion Resistant Materials/Composites
Lit/Web Showcase Topics	<ul style="list-style-type: none"> Instrumentation & Control Materials Characterization & Testing Equipment Vacuum Pumps 	<ul style="list-style-type: none"> Nonferrous Furnace Systems Burners & Combustion Equip. Industrial Gases/Atmospheres Refractories & Insulating Materials 	<ul style="list-style-type: none"> Furnace & Heat Treating Systems Heat Exchangers & Quenching Systems Commercial Heat Treating Cooling Towers 	<ul style="list-style-type: none"> Refractories & Insulating Materials Ceramic Fixtures & Components Materials Characterization & Testing Equipment 	<ul style="list-style-type: none"> Induction Heating/Melting Systems Controls & Power Supplies Ovens & Kilns Sintering/Powder Metallurgy Process Controls & Instrumentation 	<ul style="list-style-type: none"> Burners & Accessories Industrial Gases/Atmospheres Alloys & Specialty Metals Refractories & Insulating Materials
Int'l. Editions						 
Special Sections / Inserts	<ul style="list-style-type: none"> Technology Spotlight Technology Spotlight Digital Edition 	   Stainless Steel Heat Treatment	 	 	  Energy Savings	  
Advertiser Bonuses and Bonus Show Distrib.	 Technology Spotlight Buy a full/fractional page ad; get a FREE full/fractional Technology Spotlight  POINTS Jan. Ad = 4 Points  POINTS Feb. Ad = 4 Points  FREE SECOND AD In Feb., with purchase of ad in Jan. & Feb.	<ul style="list-style-type: none"> FREE 250 Nonferrous Names Combustion eUpdate TMS, March 11-15; Orlando   POINTS Feb. Ad = 4 Points	<ul style="list-style-type: none"> FREE Commercial Heat Treat Data File Wire 2012 & Tube 2012, March 26-30; Dusseldorf, Germany 	<ul style="list-style-type: none"> FREE Aftermarket Directory Listing AISTech, May 7-10; Georgia 	<ul style="list-style-type: none"> FREE 250 Automotive Names Turbo Expo, June 11-15; Copenhagen, Denmark PowderMet, June 10-13; Nashville  75% OFF SECOND AD	<ul style="list-style-type: none"> FREE Energy Update AdScore Readership Study Alloys/Specialty Steels eUpdate 

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July August September October November December

Buyers Guide	FNA 2012 Show Issue #1	FNA 2012 Show Issue #2	Process Control	Aerospace Thermal Processing	Heat Treating
June 9	July 6	August 8	September 7	October 8	November 8
<p>2012 Buyers Guide</p> <p>22nd Annual Buyers Guide in print, digital edition and fully searchable online!</p>	<ul style="list-style-type: none"> Process Control & Instrumentation Induction Heat Treating Materials Characterization & Testing Melting/Forming/Joining 	<ul style="list-style-type: none"> Heat Treating Vacuum/Surface Treating Sintering/Powder Metallurgy Heat & Corrosion Resistant Materials/Composites 	<ul style="list-style-type: none"> Heat Treating Process Control & Instrumentation Industrial Gases/Combustion Ceramics & Refractories/Insulation 	<ul style="list-style-type: none"> Vacuum/Surface Treating Heat Treating Melting/Forming/Joining Materials Characterization & Testing 	<ul style="list-style-type: none"> Induction Heat Treating Sintering/Powder Metallurgy Process Control & Instrumentation Heat & Corrosion Resistant Materials/Composites
<p>FREE Literature/Web Showcase for 1/2-pg or larger July Advertisers. \$795 value.</p>	<ul style="list-style-type: none"> Induction Heating/Melting Burners & Combustion Equipment Salt Bath Equipment & Supplies 	<ul style="list-style-type: none"> Heat Treating Furnaces & Accessories Alloys & Specialty Metals Heat Exchangers & Quenching Systems 	<ul style="list-style-type: none"> Process Controls & Instrumentation Thermocouples & Atmosphere Analyzers Industrial Gases/Atmospheres Cooling Towers Refractories & Insulating Materials 	<ul style="list-style-type: none"> Vacuum Furnaces & Components Heating Elements Materials Characterization & Testing Equipment Melting Furnace Systems 	<ul style="list-style-type: none"> Burners & Combustion Equipment Ovens & Kilns Heat Treating Furnaces & Accessories Induction Heating & Melting Systems
					 
	   Induction		 NEWS FROM THE ASM HEAT TREATING SOCIETY	    Carburizing Processes	  NEWS FROM THE ASM HEAT TREATING SOCIETY <ul style="list-style-type: none"> Product Roundup 2013 Calendar
<ul style="list-style-type: none"> Over \$4000 in FREE Print & Online Bonuses Available  <ul style="list-style-type: none"> FNA 2012, Oct. 2-3; Nashville 	<ul style="list-style-type: none"> NEW! Facebook Cover Contest  FNA 2012, Oct. 2-3; Nashville  <p>FREE SECOND AD In Aug., with purchase of ad in Aug. & Sept.</p>	<ul style="list-style-type: none"> FNA Show Tabloid FNA 2012, Oct. 2-3; Nashville Aluminium 2012, Oct. 9-11; Dusseldorf, Germany MS&T, Oct. 7-12; Pittsburgh 	<ul style="list-style-type: none"> AVS, Oct. 28-Nov. 2; Tampa  	<ul style="list-style-type: none"> FREE 250 Aerospace Names Materials Characterization & Testing eUpdate AdScore Readership Study 	<p>75% OFF SECOND AD</p>  <p>FREE Product Roundup</p>

INDUSTRIAL HEATING 2012 EDITORIAL CALENDAR

e-Media & Online Advertising

Generate leads, drive traffic to your website and strengthen your product brand.



Website Ads

IndustrialHeating.com is the thermal processing industry's source for industry news, expert knowledge, educational information and much more. With an average of more than 16,000 unique browsers each month*, industrialheating.com is the place where you'll find prospects online. Ad opportunities include:

- Banners
- Tiles
- Skyscrapers
- Rich Media
- Article Sponsorships
- And more!

Ad opportunities and specifications subject to change.



NEW! Next-Generation Webinars

Interaction with your audience on a whole new level!

Now in addition to our traditional webinar program, IH is excited to introduce a new option for webinars, offering users a more dynamic, powerful and engaging experience. The new next-generation platform redefines webcasting by allowing you to personalize your webinar experience and integrate interactive social media capabilities, including Screen Share, Twitter, group chat, video, mobile delivery and more! With a next-generation webinar, your audience has greater control of their experience, can easily interact with webinar presenters and even network with other webinar participants. This creates a more immersive end-user experience, increasing engagement, effectiveness and ROI.

NOTE: Next-generation webinar option must be specified at time of webinar purchase.



Digital Editions

A growing percentage of IH subscribers prefer to have their magazine delivered digitally. For savvy marketers, digital delivery offers a number of lead-generating marketing opportunities, including a wide variety of attention-grabbing digital ad enhancements.

Visit www.industrialheating.com/digitalad to see samples.



Podcasts

IH News

Frequency: Semimonthly
IH publisher, Doug Glenn, reviews the news and events of the past two weeks.

Talk Back to Barry

Frequency: Monthly
IH publisher, Doug Glenn, talks with Federal Triangle columnist, Barry Ashby, about reader comments.

Additional Opportunities

FNA 2012

FNA 2012
October 2-3, 2012
Nashville, Tennessee

Get the most from your 2012 marketing strategy with the OFFICIAL publication of Furnaces North America 2012. Contact your sales rep for details on special show packages and sponsorship opportunities.



Classified Advertising

Find qualified job candidates, generate \$\$\$ by selling used equipment, and more! Print rates start at \$125 per column inch for b/w ad. Purchase a print ad and we'll post and link your ad online for just \$25!

Aftermarket Advertising

Market your company's aftermarket parts and services. \$125 for a single, b/w card in print. Purchase a print ad and we'll post and link your ad online for just \$25!

Custom Reprints

An excellent marketing opportunity! If it's been printed in *Industrial Heating*, you can have it reprinted. Feature articles, Technology Spotlights, MTI or IHEA profiles, ads and more will be customized to your company's specifications.

Contact Becky McClelland for details at (412) 306-4355 or becky@industrialheating.com.

*BPA Interactive Data, Jan-June 2011 Average Unique Browsers = 16,231



+1IH POINTS

eNewsletters

IH magEzine

- Bi-monthly eNewsletter
- Content includes article reviews, current industry news and a Calendar of Events
- E-mailed to over 8,000* (2x/month)

IH Daily News Brief

- Daily eNewsletter
- Delivers latest breaking industry news
- E-mailed to nearly 2,000* (5x/week)



Exclusive 360° coverage of your new product!

Have an exciting new product or technology? Let IH help you get the word out with exclusive coverage on all marketing platforms, including:

- ✓ Print
- ✓ Website
- ✓ IH Daily eNewsletter
- ✓ IH magEzine eNewsletter
- ✓ Video
- ✓ Facebook
- ✓ Twitter

Launch your new product with the industry's largest and most preferred media brand. Ask your sales rep for details!

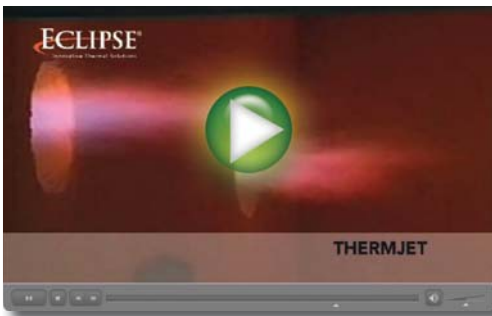
For more information and to view samples, watch a short video at www.industrialheating.com/productlaunch

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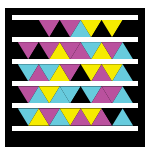
+1IH POINTS

IH TV Video

Introduce your latest products, recap trade show exhibits, provide demonstrations and more. Your video will get double exposure because it will be on IH TV and IH's YouTube Channel – youtube.com/ihmagazine.



+1IH POINTS



Mobile Tags

Your print ad goes interactive!

Turn your print ads into digital experiences that will connect customers to every facet of your brand. Link your ad to your website, video, webinar, podcast or other online content. You'll reach more people, using the one thing they carry everywhere: their mobile phone. We'll create and add Mobile Tags to any of your current advertisements. We can even add your Mobile Tag to our Web TOC, ad index, or create a special ad page just for you. Ask your rep for details.

Additional Products Available:

- Custom eNewsletters
- Blogs
- Online Directories
- Virtual Events
- Social Media Sponsorships
- ...And more!

View examples at <http://portfolio.bnpmmedia.com>



Content Development • Custom Publishing Market-Specific Delivery

BNP Custom Media Group helps you develop and execute content marketing campaigns that meet your specific needs. Our goal is to make the content marketing process as easy as possible for you—we'll take on the tough stuff while you focus solely on your brand's most important assets: your customers.

Learn more about custom publishing and content marketing at custommedia.bnpmmedia.com or contact us directly: Chris Wilson | (248) 244-8264 | wilsonc@bnpmmedia.com



Clear Seas Research – Making the Complex Clear

Market data on your industry can be gained through the services of Clear Seas Research. For pricing and custom proposals, contact Beth Surowiec at (248) 786-1619 or visit www.clearseasresearch.com.

List Rental

Industrial Heating's subscriber list is available for rent. You can make customized selections by title, industry, location, etc. to meet your specific needs. For more information, contact InfoGroup at (800) 223-2194.

*Publisher's Own Data, 2011

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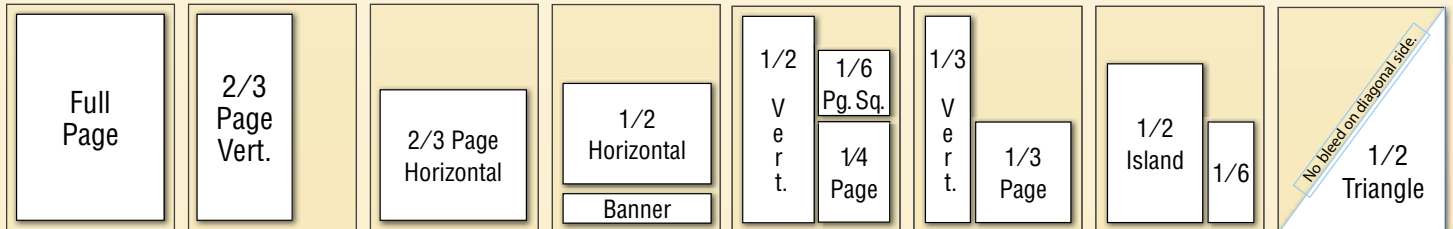
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4-Color Print Display (GROSS)	Inches ▼	▼ Millimeters	IH Pts.	Std. Rate	4 IH Pts.	8 IH Pts.	12 IH Pts.	16 IH Pts.	22 IH Pts.	30 IH Pts.
Full Page	8.125" x 10.75" (bleed)	206 x 273 mm (bleed)	1	\$6,945	\$6,600	\$6,425	\$6,250	\$6,075	\$5,905	\$5,555
2/3 Page Vertical	4.5" x 9.5"	114 x 241 mm	1	\$5,945	\$5,645	\$5,495	\$5,350	\$5,200	\$5,050	\$4,755
2/3 Page Horizontal	6.875" x 6.4167"	174 x 163 mm	1	\$5,945	\$5,645	\$5,495	\$5,350	\$5,200	\$5,050	\$4,755
1/2 Page Island	4.5" x 7.5"	114 x 190 mm	1	\$5,625	\$5,340	\$5,200	\$5,060	\$4,925	\$4,780	\$4,500
1/2 Page Vertical	3.3125" x 9.5"	84 x 241 mm	1	\$5,135	\$4,875	\$4,750	\$4,620	\$4,490	\$4,360	\$4,110
1/2 Page Horizontal	6.875" x 4.625"	174 x 117 mm	1	\$5,135	\$4,875	\$4,750	\$4,620	\$4,490	\$4,360	\$4,110
1/3 Page Vertical	2.125" x 9.5"	54 x 241 mm	1	\$4,145	\$3,940	\$3,835	\$3,735	\$3,625	\$3,525	\$3,315
1/3 Page Square	4.5" x 4.625"	114 x 117 mm	1	\$4,145	\$3,940	\$3,835	\$3,735	\$3,625	\$3,525	\$3,315
Banner	6.875" x 1.5"	174 x 38 mm	1	\$4,145	\$3,940	\$3,835	\$3,735	\$3,625	\$3,525	\$3,315
1/4 Page	3.3125" x 4.625"	84 x 117 mm	1	\$3,695	\$3,505	\$3,415	\$3,320	\$3,230	\$3,135	\$2,955
1/6 Page Vertical	2.125" x 4.625"	54 x 117 mm	1	\$3,385	\$3,215	\$3,130	\$3,045	\$2,960	\$2,875	\$2,710
1/6 Page Square	3.3125" x 2.833"	84 x 72 mm	1	\$3,385	\$3,215	\$3,130	\$3,045	\$2,960	\$2,875	\$2,710
Spread	16" x 10.75" (bleed)	406 x 273 mm (bleed)	2	\$12,080	\$11,480	\$11,175	\$10,870	\$10,575	\$10,270	\$9,665
Inside Front Cover	8.125" x 10.75" (bleed)	206 x 273 mm (bleed)	2	\$7,815	\$7,420	\$7,225	\$7,030	\$6,835	\$6,640	\$6,250
Inside Back Cover	8.125" x 10.75" (bleed)	206 x 273 mm (bleed)	2	\$7,365	\$7,000	\$6,815	\$6,630	\$6,445	\$6,260	\$5,890
Back Cover	8.125" x 10.75" (bleed)	206 x 273 mm (bleed)	2	\$7,905	\$7,510	\$7,315	\$7,115	\$6,915	\$6,720	\$6,325

2-color = 4-color - \$670 (\$1,095 for spreads) • B&W = 4-color - \$1,410 (\$2,145 for spreads)



Terms & Conditions

Display Advertising Rates: General advertising rates for *Industrial Heating* determined by number of insertions used within a 12-month period.

Combination Rates: Attractive combination rates are available in conjunction with other BNP Media publications. For a complete list of these magazines, see www.bnpmmedia.com or contact your sales representative.

Agency Commission: 15% of gross billing allowed to recognized agencies on space, color and position. Bills are issued same day as publication. Commission not allowed on other charges, such as insert handling, special binding or trimming of inserts, reprints, other mechanical charges and classified advertising.

Publication and Closing Dates: Published monthly – the 10th of each month. Advertising space orders must arrive by the 7th of the month preceding date of issue. When proof must be submitted for approval or when ad requires typesetting or preparation by Publisher, copy must arrive by the 5th of the month preceding date of issue. No cancellations or changes in order will be accepted after closing dates.

Payment Terms: Invoices are payable in U.S. funds only, net 30 days. 1½ % per month service charge thereafter (1/2% in Texas). Advertisements originating outside of the U.S. must be prepaid. Extension of credit is subject to the approval of the Credit Department. First-time advertisers will be required to provide credit information or prepayment

at the start of their advertising program. Publisher reserves the right to hold advertiser and/or agency jointly responsible and severally liable for money due and payable to the Publisher. Should it become necessary to refer any outstanding balance to an outside agency or attorney for collection, customer understands and agrees to pay all collection costs, including finance charges, court costs and attorney fees.

Rebates and Short Rates: Advertisers will be rebated or receive credits if within a 12-month period they have used sufficient additional space to warrant a lower rate than that at which they have been billed. Advertisers will be short rated if within a 12-month period from date of first insertion they do not use the amount of space upon which their billings have been based.

Copy and Contract: Advertiser and agency assume liability for all content (including text, representation and illustrations) of advertisements printed, and also assume responsibility for any claims arising therefrom made against the Publisher. Acceptance of advertising copy and art is subject to Publisher's approval.

Mechanical Specs (Digital Ads)

Composition: All material requiring any graphic work such as typesetting, layout, etc., must be received 45 days prior to publication date. Mechanical charges are billed at gross.

Platforms: Macintosh preferred. IBM-compatible accepted, fonts will be replaced by Mac versions.

Preferred File Formats: InDesign, QuarkXPress, Photoshop and Illustrator files accepted. PDFs are accepted, please contact the Art Director for correct Adobe Distiller settings.

Photos: 300 dpi saved as TIFF or EPS. Color images must be CMYK. Do not compress graphics using JPG or LZW.

Colors: All colors used should be CMYK, unless a spot color has been purchased.

Electronic Submission: CD-ROM accepted. E-mail and FTP options should be discussed with the Production Manager. All artwork (photographs, logos, clipart, etc.) and all fonts (both printer and screen fonts, Postscript Type 1 fonts recommended) must be included. A screen contact quality proof created from the final electronic files must be submitted with each color ad. Kodak approval proofs preferred. Iris or other SWOP Standard proofs accepted. Color cannot be guaranteed unless an acceptable proof is provided. Please supply B&W laser printout for B&W ads.

Ad Size: Crop marks for full page ads should be at trim size 7.875" x 10.5". Bleed ads should extend beyond trim crop marks by 1/8" on each side. Vital matter must be kept at least 3/8" away from trim edges. Fractional ads should match the sizes in the chart to the left.