

## DISPLAY RATE CARD NUMBER 18N

# Materials Specifications

### Electronic Files

Macintosh format, press quality PDFs, QuarkXPress 6.5 or lower, Photoshop, or Illustrator files are preferred. All graphics must be supplied as EPS or TIFF files and must be in CMYK mode. All graphics must be at least 300 dpi resolution. Include all graphics used in the ad. Fonts should be converted to outline, however, screen and printer fonts can be sent. Any files submitted as RGB will be converted to CMYK. Any ad containing SPOT colors will be converted to CMYK unless prior arrangements have been made. B/W graphics should be saved as grayscale.

### Disc:

- Electronic files may be supplied on CD-ROM or DVD.
- A proof of the ad accurately representing how the ad should appear when printed MUST be included with the disc. Four-color ads must include an accurate color proof.
- Include all fonts (screen and printer) and graphics used in the ad. CMYK mode must be used for four-color text and graphics.

### File Uploads & Email:

- File uploads and emails MUST be followed with a hard copy of the ad that accurately represents how the ad should appear when printed. A clear fax proof for B/W ads is acceptable. Fax copies to the Ad Trafficking Coordinator at 609-654-4309. Original color proofs must be mailed to the Ad Trafficking Coordinator at:

Michael Hardwick  
Information Today, Inc.  
143 Old Marlton Pike  
Medford, NJ 08055

- Include all fonts (screen and printer) and graphics used in the ad. CMYK mode must be used for four-color text and graphics.
- Ads sent via File Upload should be encoded as a BinHex format. Using a web browser, log-on using the following parameters:

Address: <http://files.infotoday.com>  
User ID: advert (case-sensitive)  
Password: advert1 (case-sensitive)

Once you transfer your file to this location, email the Ad Trafficking Coordinator at [mhardwick@infotoday.com](mailto:mhardwick@infotoday.com) that the files have been placed.

- Ads sent via email must not exceed 10MB gross file size. Files should be compressed into a Stuffit file, Zip file, or self-extracting archive. Email files to [adsubmit@infotoday.com](mailto:adsubmit@infotoday.com).

**ALL advertisements MUST include a color proof.**

### Colors

- Specialty Inks (Metallic, Neon, etc.) priced upon request.
- Bleeds: No extra charge; see mechanical requirements.

### Mechanical Requirements

- Production: SWOP standard, Web offset, saddle stitched
- Document Setup: 8-1/2"x10-7/8"
- Bleeds: Minimum 1/8" bleed added to all sides of document
- Trim Size: 8-1/2"x10-7/8". Allow 1/2" safety on all sides for live matter
- Special Inserts: Rates, specifications, and availability on request
- Material Held: Ad material not used after 12 months will be deleted

### ad dimensions

Space	Size (W x H, inches)	Bleed Size	Live Area
• 2-page spread	17x10-7/8	17-1/4x11-1/8	16-1/2x10-3/8
• Full page	8-1/2x10-7/8	8-3/4x11-1/8	8x10-3/8
• 2/3-page vertical	4-1/2x10		
• 1/2-page spread	17x5	17-1/4x5	16-1/2x5
• 1/2-page horizontal	7x5		
• 1/2-page vertical	4-1/2x7		
• 1/3-page vertical	2-1/4x10		
• 1/3-page square	4-1/2x4-1/2		

# General Conditions

### Contract & Copy Regulations

Advertiser is responsible for supplying appropriate artwork by the material due date; where a multiple insertion contract is in force, the publisher will pick up advertiser's ad from the most recent issue if new artwork is not received by this date. All advertising is subject to the publisher's approval. The publisher reserves the right and has the sole discretion to reject any advertising. Acceptance of an advertisement does not imply an endorsement by Information Today, Inc. or its publications. Advertiser and advertising agency assume liability for all content of advertisements printed.

### Terms & Conditions

A 15% discount on space, color, and position is available to recognized advertising agencies. All invoices due net 30 days. A 1.5% per month late charge will be added to overdue invoices. A statement and three tear sheets are sent at time of publication.

### Frequency Discounts & Rate Adjustments

Frequency rates are based on the total number of insertions of 1/3 page or more within the contract year, excluding Ad Showcase. Credits will be applied to current accounts for advertisers who increase frequency or space during the contract period. Advertisers who do not complete a scheduled advertising contract will be subject to a short rate penalty. All cancellations must be received in writing prior to the Space Reservation date. Information Today, Inc. reserves the right to make adjustments to the advertising rates.