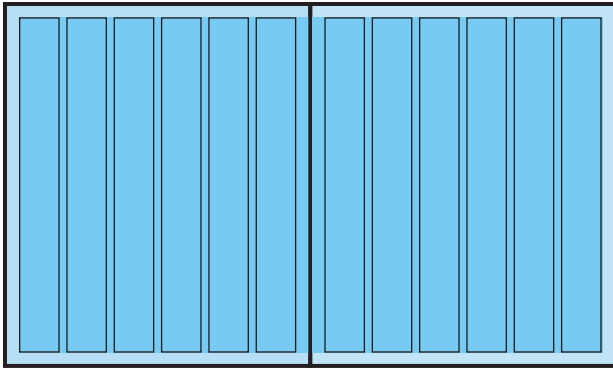
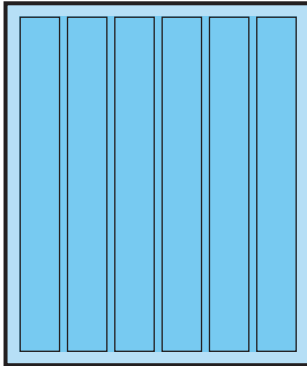


MECHANICAL REQUIREMENTS 2014 AD SPECS



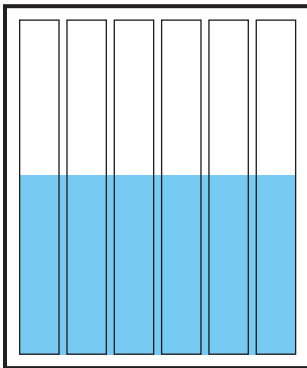
**2-PAGE SPREAD**

Full bleed:	Trim:	Live (Safe) area:
20.5" x 13.5"	20" x 13"	19.25" x 12.25"
520.7 mm x 343 mm	508 mm x 330 mm	489 mm x 311 mm



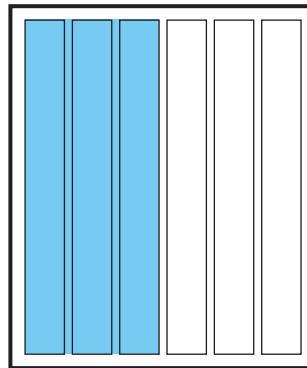
**FULL PAGE**

Full bleed:	Trim:	Live (Safe) area:
10.5 x 13.5"	10 x 13"	9.25" x 12.25"
266.7 mm x 343 mm	254 mm x 330 mm	235 mm x 311 mm



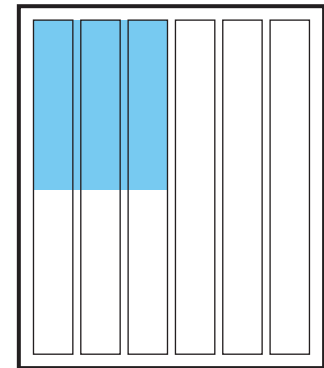
**HALF PAGE HORIZONTAL**

8.8333" x 5.5849"  
224.37 mm x 142 mm



**HALF PAGE VERTICAL**

4.25" x 11.6667"  
108 mm x 296.34 mm

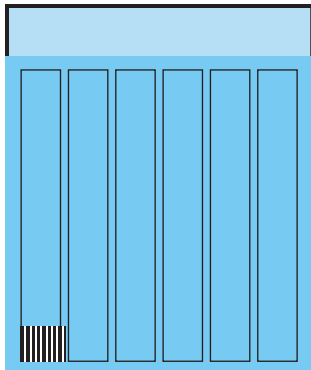


**QUARTER PAGE**

4.25" x 5.5849"  
108 mm x 142 mm

# 2014 AD SPECS

## MECHANICAL REQUIREMENTS



### 2-PAGE COVER WRAP

Full bleed:

10.4375" x 11.25"

265mm x 285.75 mm

Trim:

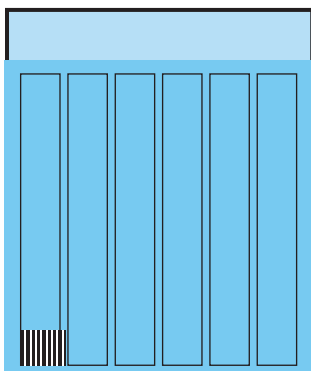
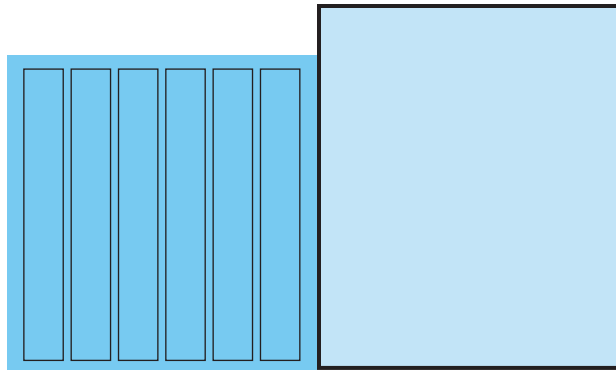
9.9375" x 10.75"

252.4mm x 273 mm

Live (Safe) area:

19.1875" x 10"

233.4mm x 254 mm



### 4-PAGE COVER WRAP

Full bleed:

10.5" x 11.25"

266.7mm x 285.75 mm

Trim:

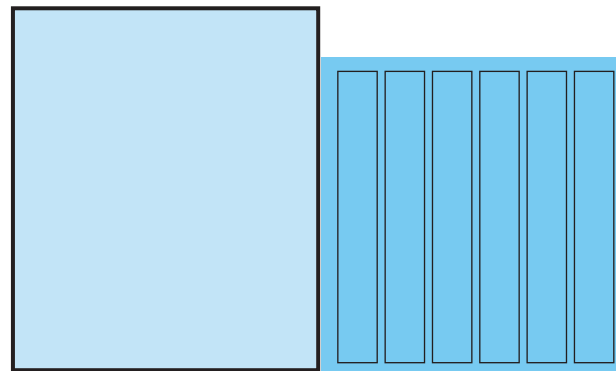
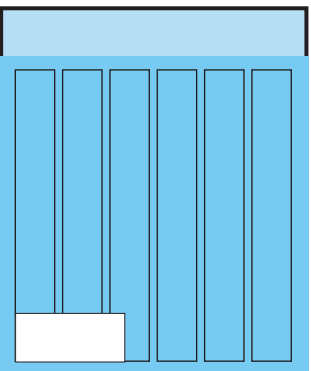
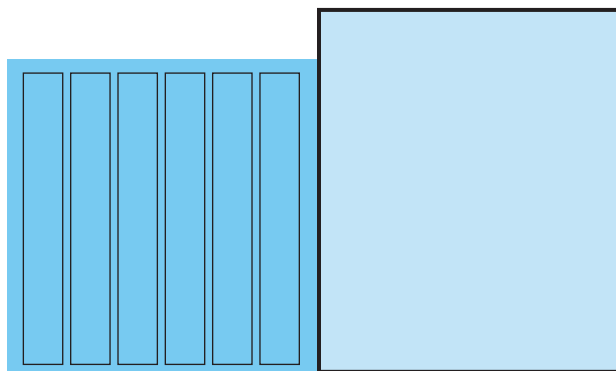
10" x 10.75"

254mm x 273 mm

Live (Safe) area:

9.25" x 10"

235mm x 254 mm



UPC Code (will only appear on newsstand copies)



Address Box (will only appear on hand-delivered copies)

**ACCEPTABLE FILES**

All ads must be supplied as print ready PDF/X-1a:2001 files only. No other format will be accepted.

**ACCEPTABLE SOFTWARE**

Adobe Acrobat PDF files.

**ADOBE ACROBAT PDF FILES**

Files generated by Adobe Acrobat 4 through Acrobat 8 are supported.

**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 and 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 300 DPI for CMYK. 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 1/4" from trim edge.
- Type: Fonts must be embedded. Use Postscript Type 1, Open Type or TrueType fonts. 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% before flattening layers.
- Generation of acceptable PDF/X-1a:2001 files is done by the output of a Postscript file 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 such as 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.

**AD SUBMISSIONS**

Submit PDF/X-1a:2001 advertising materials through the ad portal at: [ads.billboard.com](http://ads.billboard.com)

- Create a user account
- Select "Submit A New Ad"
- Select publication
- Select ad parameters
- Complete the job ticket and attach your PDF/X-1a:2001 file(s) and hit Upload File button
- Please allow for file(s) to complete processing
- Review and approve your submission
- Receive an automated e-mail highlighting preflight results that will include a preview (low res) of your file and a preflight report
- File naming: Publication abbreviation, issue date and ad name
  - Example: BB\_0215\_XYZLABEL.pdf
  - Do not exceed 20 characters in the naming convention

**STORAGE OF PRINTED PDFS**

Advertisements running in Billboard will remain on file for one year.

**AGENCY COMMISSIONS**

15% of gross billing is allowed to recognized advertising agencies (on space, color and position charges only), provided account is paid within 30 days of invoice date and camera ready artwork is provided. Letterhead/official insertion order required. NO CASH DISCOUNT. No advertising accepted from agencies acting solely as "agents" for their clients. Commission is NOT allowed on such charges as backing inserts, trimming, printing of inserts and all production functions performed by publisher.

**PAPER** Coated web groundwood

**PRINTING** Printing by web offset

**BINDING METHOD** Saddle stitched  
Billboard magazine is produced CTP