

MATERIAL SPECS 2008

CONVERGE MAGAZINE

IMPORTANT MESSAGE:

THE FOLLOWING SPECIFICATIONS ARE FOR DISPLAY ADVERTISEMENTS IN *CONVERGE* MAGAZINE ONLY. MATERIAL SPECS FOR ALL OTHER PRODUCTS CAN BE OBTAINED BY CONTACTING THE PRODUCTION MANAGER.

PRODUCTION CONTACT:

Please send **materials** and address **questions** concerning material extensions, inserts, material specifications and shipping to:

JOEI HEART – PRODUCTION MANAGER

Converge magazine • 100 Blue Ravine Road • Folsom, CA 95630-4703

jheart@convergemag.com • Phone 916-932-1456 • Fax 916-932-1470

FILES AND FORMATS:

- **SENDING YOUR FILES: Preferred file format is PDF/X1-a (also acceptable is a hi-res PDF). Please state which publication and issue your ad is for. Burn file onto a CD and send it along with a printed, hardcopy proof (SWOP recommended) to Joei Heart's attention at the address above. Materials submitted will not be returned.**
- **DIGITAL FILES ARRIVING WITHOUT HARDCOPY COLOR PROOFS CANNOT BE PROCESSED.**
- PDF/X1a file saved on a CD-ROM – only one ad per CD
- Hard Copy SWOP Standard proof which represents the final digital file
- In original files, when saving the PDF/x-1a, adhere to the following:
 - * All fonts and high-resolution images must be included when the PDF/X1a file is saved
 - * Only use Type 1 fonts - No TrueType fonts or font substitutions
 - * Use stylized fonts – Do not apply style attributes to basic fonts
 - * Images must be SWOP (CMYK or Grayscale only) TIFF or EPS between 200 and 400 dpi
 - * Do not nest EPS file into other EPS files. Do not embed ICC profiles within images
 - * All required image trapping must be included in the file(s)
 - * Right reading, portrait mode, 100% Size, no rotations
 - * Include standard trim and bleed marks placed 1/4" outside trim (No marks in the "live" area)
 - * Total area density should not exceed SWOP 300% TAC
 - * Maximum dimensions, including all marks, color bars, and agency info:
 - Single page = 11" wide by 17" high
 - Spread page = 22" wide by 17" high
- Bleed – allow a minimum 1/8" bleed on all four sides (Spread/Full Page Ads only)
- Bleed – add 1/2" bleed on all four sides (Partial Page Ads only)
- Safety – allow 1/2" safety in gutter for text (Spread Ads)
- Partial page ads, not furnishing their own borders, may be provided one
- Refer to *Converge* magazine's Web site for more information on material specifications, preparation and submission of digital files and proofs at: [<http://www.erepublic.com/mechanicals/>](http://www.erepublic.com/mechanicals/)

AD SIZES:

Full Page:

Trim 9 w x 10³/₄ h

Live/Image 8¹/₄ w x 10 h

Bleed 9¹/₄ w x 11 h

Spread:

Trim 18 w x 10³/₄ h

Live/Image 17¹/₄ w x 10 h

Bleed 18¹/₄ w x 11 h

Partial Ads:

Half Page Spread 17¹/₄ w x 5 h

Half Page Horizontal 8¹/₂ w x 5 h

Half Page Vertical 4¹/₈ w x 10¹/₄ h

1/3 Page Vertical 3¹/₄ w x 11¹/₂ h

Full Page:

Trim
9 w x 10³/₄ h

Live/Image
8¹/₄ w x 10 h

Bleed
9¹/₄ w x 11 h

Spread:

Trim 18 w x 10³/₄ h

Live/Image 17¹/₄ w x 10 h

Bleed 18¹/₄ w x 11 h

1/3 Page
Vertical:

2¹/₃ w x
10¹/₄ h

Half Page
Vertical:

4¹/₈ w x
10¹/₄ h

Half Page Spread:

Live/Image 17¹/₄ w x 5 h

Half Page Horizontal:

8¹/₂ w x 5 h

IMPORTANT NOTES:

All sizes are given in inches. Diagrams indicate size only, not positioning.
1/2 Page, 1/3 Page and 1/4 Page ads may be combined on a single page.

PRODUCTION CHARGES:

Minimum production charge \$140.00. Any additional production charges will be billed to the advertiser (or agency) at our studio rate of \$140.00 per hour plus expenses.

FILE STORAGE:

All advertising materials will be automatically discarded one year after insertion.