

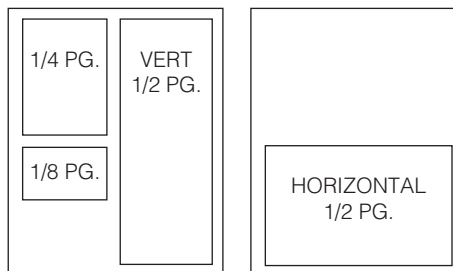
## PRODUCTION SPECIFICATIONS

### GENERAL ADVERTISER GUIDELINES

- A. Deadlines:** Ad Closing: 1st of month, two months prior to issue month (ie: January 1 for March). Ads to build or camera-ready ads on disk must be submitted by the 10th of month, two months prior (ie: January 10th for a March issue). Advertisers submitting materials past deadline may be subject to a \$50 late charge plus applicable production/blue-line charges.
- B. Digital Files:** Electronic files may be submitted on CDROM, 100 MB Zip disks, 3.5" floppy disks, and must be laid out in **QuarkXPress for Macintosh, Adobe Illustrator, or Adobe Photoshop** with all component files (EPS/TIF images, logos, filters, XTensions and/or PostScript™ fonts) required for output. **Press-Ready PDFs** are acceptable assuming they meet all size, bleed, and resolution requirements. **Please be sure to PROPERLY FLATTEN ANY TRANSPARENCY (Any PDFs containing transparency should use PDF/X-1a setting).** All fonts must be PostScript™ and include both screen and printer components. Truetype fonts are not acceptable. To insure proper output, select stylized versions of fonts, rather than applying menu styles (ie: **bold**, *italic*, *outline*, etc.). Images must be saved in **CMYK**, grayscale or bitmap format and maintain a **minimum resolution** of at least **266dpi** at final output size. **All RGB & PANTONE files, images, and colors will be converted to CMYK.** Digital files without color proof generated from actual file submitted will be printed according to SWOP specifications. **Important Policy Note:** Supplied media (ie: Zip disks, CDROMs, floppies, etc.) will be returned upon request. Any additional services performed (ie: duping and/or forwarding copies to third parties) are subject to a minimum charge of \$50. Additional charges will be made for RUSH services (anything less than 5 business days).
- C Supplemental production:** Any scanning, image placement, corrections, typesetting, etc. are subject to standard production charges.
- D. Materials:** Returned at written request, otherwise held six months, then subject to disposal.

### MECHANICAL SPECIFICATIONS

Ad Size	Wide	Tall
Double spread	16.75"	10.875"
Full page (trim size)	8.375"	10.875"
Live area	7.875"	10.375"
Add 1/8" for bleed		
1/2 Horizontal	7.875"	5.062"
1/2 Vertical	3.812"	10.375"
1/4 Page	3.812"	5.062"
1/8 Page	3.812"	2.406"
133 Linescreen		



FULL PAGE

Note: Fractional ads do not bleed

### PRODUCTION COSTS

Production costs are not included in space rates. It is difficult to project production costs exactly.

The following represents a guideline. Your final charge may be higher or lower.

#### ADDITIONAL CHARGES MAY BE INCURRED FOR REVISIONS MADE FOLLOWING MATERIAL DEADLINE.

- Complete Ad Design and Production/4 color** (includes 1 color scan)  
Full page: \$395 1/2 page: \$295 1/4 page: \$195 1/8 page: \$145
- Additional Color Scans:** \$75 each **Press-Quality Color Proofs:** \$50 each
- Additional Creative Services:**
  - Design (min. \$25) \$50 per hour
  - Production (min. \$25) \$50 per hour
  - Logo scan & conversion \$50 each
  - Collect ad to disk \$50 per page plus \$25 for media  
\$50 rush charge if required in less than 5 business days

### MATERIALS & COMMUNICATIONS

**Ship materials to:** 18 Media, Attn: Production Manager, 618 Santa Cruz Ave, Menlo Park, CA 94025

**Questions:** Direct production questions to the production manager at: (650) 324-1818 ext. 206,  
FAX: (650) 324-1888 or mikek@18media.com