

# Ad Specifications

## Specifications

**Printing:** Web Offset.

**Binding:** Saddle stitch.

**Composition:** A charge will be added for all corrections and alterations.

**Storage:** Unless otherwise instructed, advertising materials will be filed for 12 months after last use. After this they will be destroyed.

**Shipping Instructions:** [Contracts](#), [insertion orders](#) and advertising material should be addressed to:

**Susan Cubranich**  
**MetalForming Magazine**  
**6363 Oak Tree Blvd.**  
**Independence, OH 44131**

Files may be sent via e-mail, posted to our ftp site (call for link to the site), on a Zip or CD-ROM.

**Materials:** Digital files created in Macintosh or PC QuarkXpress, are preferred.

**Software used:** (Must include all fonts and linked images, 300 dpi)

- QuarkXpress
- Adobe Photoshop
- Adobe Illustrator
- Adobe InDesign
- Adobe Acrobat PDF file (PDF/X-1a:2001)

**We do not accept Word documents or Publisher files. Use CMYK colors (do NOT use RGB colors).**

**Color:** (A color printout of all ads is required.)

- Black and white (300 dpi resolution, line art @1200 resolution)
- 2-color (use any two CMYK colors—cyan, magenta, yellow, black). Use different percentages to create different shades or color variations. Do not use PMS\* or RGB colors.
- 3-color (use any three CMYK colors—cyan, magenta, yellow, black). Use different percentages to create different shades or color variations. Do not use PMS or RGB colors.
- 4-color (must be in CMYK mode at 300-dpi resolution). Do not use PMS or RGB colors.

\*One PMS match/metallic color (in place of cyan, magenta, yellow) and black may be used (but is not recommended) for 2-color ads only. **NOTE:** Using a PMS match/metallic color, instead of building the color using the CMYK process, will increase the ad cost. (See Match/Metallic Color rates on page 11.)

Magazine testing of files prior to production is available at no charge.

Contact Susan Cubranich, 216/901-8800, [scubranich@pma.org](mailto:scubranich@pma.org) for more information.

Contact Donna D'Amico, 216/901-8800, [ddamico@pma.org](mailto:ddamico@pma.org) with questions regarding digital files or to have any file tested for correct specifications.

### A color printout of all ads is required!

*MetalForming* magazine will not be responsible for the reproduction of ads without a color-proof printout.

All 4-color graphics must be CMYK. Do not use PMS colors (sometimes referred to as "spot colors.") Do not use RGB colors. All fonts used need to be included. Files created with other software may be acceptable, please call if your software is not listed. High-resolution press-ready PDF files must have all fonts embedded in the file. If more than one type of file is provided, magazine reserves the right to choose.

### Publication will not provide proofs prior to printing.

If the ad file was not sent prior to the deadline, for specification testing:

- (1) *MetalForming* magazine will not guarantee accurate reproduction and
- (2) a \$100 additional charge will apply if we must correct file errors to ensure accurate reproduction.

## Copy and Space Order Regulations

### Publisher's Copy Protective Clause:

Advertisers and advertising agencies assume liability for all content (including text, representation, illustrations, or of any sketch, map, labels, trademark or other copyrighted matter) of advertisements printed, and also assume responsibility for any claims arising therefrom made against the publisher. The publisher

### For information regarding advertising:

**MI, OH, International**  
**Andy Flando, Publisher**  
6363 Oak Tree Blvd. • Independence, OH 44131  
Ph: 216/901-8800 • Fax: 216/901-9669  
[aflando@pma.org](mailto:aflando@pma.org)

**North Central**  
**Ryan King**  
2436 N. Linden Place #2 • Chicago, IL 60647  
Ph: 773/414-9292 • Fax: 773/252-3310  
[RKING@rkmediadv.com](mailto:RKING@rkmediadv.com)

**Western NY, Western PA, Mountain, Pacific, Canada**  
**Vivien Tomsik**  
6363 Oak Tree Blvd. • Independence, OH 44131  
Ph: 216/901-8800 • Fax: 216/901-9669  
[vtomsik@pma.org](mailto:vtomsik@pma.org)

reserves the right to reject any and all advertising that does not conform to the publication's standards. Any deliberate attempt to simulate a publication's format is not permitted, and the publisher reserves the right to place the word "advertisement" with copy which, in the publisher's opinion, resembles editorial matter.

**Publication trim size:** 7<sup>7</sup>/<sub>8</sub>" x 10<sup>3</sup>/<sub>4</sub>"  
7.875" x 10.75"

**2-page spread:** 15" x 10"

**2-page bleed spread\*\*:** 16" x 11"

**Full page:** 7" x 10"

**Full page bleed\*\*:** 8<sup>1</sup>/<sub>2</sub>" x 11"  
8.125" x 11"

**2/3 page:** 4<sup>1</sup>/<sub>2</sub>" x 10"  
4.5" x 10"

**1/2 horizontal:** 7" x 4<sup>1</sup>/<sub>8</sub>"  
7" x 4.875"

**1/2 vertical:** 3<sup>3</sup>/<sub>8</sub>" x 10"  
3.375" x 10"

**1/2 island:** 4<sup>1</sup>/<sub>2</sub>" x 7<sup>1</sup>/<sub>2</sub>"  
4.5" x 7.5"

**1/3 square:** 4<sup>1</sup>/<sub>2</sub>" x 4<sup>1</sup>/<sub>8</sub>"  
4.5" x 4.875"

**1/3 vertical:** 2<sup>3</sup>/<sub>8</sub>" x 10"  
2.1875" x 10"

**1/4 page:** 3<sup>3</sup>/<sub>8</sub>" x 4<sup>1</sup>/<sub>8</sub>"  
3.375" x 4.875"

**1/6 horizontal:** 4<sup>1</sup>/<sub>2</sub>" x 2<sup>5</sup>/<sub>16</sub>"  
4.5" x 2.3125"

**1/6 vertical:** 2<sup>3</sup>/<sub>8</sub>" x 4<sup>1</sup>/<sub>8</sub>"  
2.1875" x 4.875"

**\*\*keep all live matter <sup>3</sup>/<sub>8</sub>" (0.375") from trim**

**New England, Eastern NY, Eastern PA**  
**Rick Edman**  
576 Post Road • Darien, CT 06820  
Ph: 203/656-1000 • Fax: 203/656-1007  
[Rick\\_Edman@edmancompany.com](mailto:Rick_Edman@edmancompany.com)

**South Atlantic, South Central**  
**Bob West**  
855 Georgian Hills Drive • Lawrenceville, GA 30045  
Ph: 678/377-5749 • Fax: 678/377-9098  
[MetalForm\\_bobwest@msn.com](mailto:MetalForm_bobwest@msn.com)

**North Central, International**  
**Sherry Theien**  
8392 Leesburg Ct. • Rockford, IL 61114  
Ph: 815/282-6000 • Fax: 815/282-8002  
[stheien@earthlink.net](mailto:stheien@earthlink.net)