



vacuum TECHNOLOGY
& coating

Ad Specifications

MECHANICAL REQUIREMENTS:

Printed by web offset. DIGITAL FORMAT ONLY! No film accepted. *ALL ad files must be submitted with hardcopy proof – VT&C can not be responsible for color if hardcopy is not submitted.

PROOFING:

Rotation of colors: Black, cyan, magenta, yellow.

Ink proofing: R.O.P. Head to foot; Black & White Head to foot; Black/Color Head to foot; 4-Color Head to foot; Cover Head to foot.

MEDIA:

MAC preferred, or PC formatted (if supplied in native format, publication will reserve the right to match fonts as close as possible): CD-ROM, 100 Mb or 250 Mb Zips.

MEDIA LABELING REQUIREMENTS:

Issue Date, Advertiser, Agency Name, Contact Person, Phone Number, File Name/Number, List of Contents (required).

DESKTOP FILE FORMATS:

Press optimized PDF preferred (300 dpi minimum, CMYK)/Acrobat 4.0 or higher, Accepted Application Files: QuarkXPress, Adobe InDesign, Adobe Illustrator, PhotoShop, TIFF, EPS or JPEG - 300 dpi minimum. Power Point, Word, Excel, Corel Draw or Pagemaker* files NOT accepted.

VT&C reserves the right to substitute fonts if incompatible. Fonts substituted will be as close as possible to original style.

DESKTOP ELEMENT FORMATS:

CMYK ONLY - Images should be no less than 300 dpi. Files submitted as RGB will be converted to CMYK, VT&C cannot be responsible for color if supplied as RGB: TIFF (Images/Scans), EPS (Images/Scans), PostScript Type 1 (Fonts), EPS (Encapsulated PostScript). *True Type Faces Not Accepted due to incompatibility*

PC FILES:

When submitting files created in PC platform, please submit as high resolution PDFs (see above or call for info). This is due to type font incompatibility. If files are not submitted in PDF format, fonts will be substituted at the publications' discretion.

***TYPE OF PROOFS:** Film-based proof (Matchprint, Cromalin, Fuji, Signature, etc.) or High-Res Color Proof. Note: publisher-supplied mechanical layout, corrections or color proofs done at client's request will be charged back at prevailing time and material rates at publisher's discretion.

COLOR CALIBRATION: SWOP Standards

DESKTOP INSTRUCTIONS: Build pages to trim size and extend bleed beyond page edge. All elements must be placed at 100% size. Avoid rotation and cropping of images in layout program. Include all fonts, images/scans, logos/artwork. All images/scans must be in CMYK mode. Four-color solids should not exceed SWOP density of 300%. Supply Quark "Collect for Output" or similar reports. **NO embedded photos or graphics accepted.**

ADDITIONAL INSTRUCTIONS: Supply single pages and not spreads. Single page image area should be no more than trim plus bleed.

CONTENT AND POSITION PROOFS: Supply hard copy proofs that match each supplied digital file. Supply composite printouts with color clearly marked. Proofs must be provided at 100% size.

NOTE: Publisher reserves the right to adjust ad material when necessary if not submitted to proper specifications.

DEADLINES:

Reserve Space: 30 days prior to publication issue (i.e. I.O. for June issue is May 1st)

Material: 10th of the month *prior* to publication issue (i.e. 10 days after space reservation due date)

SIZES:

Note: All ads **MUST** be submitted to correct size. Publisher will adjust all material that is not submitted to the proper specifications.
(All sizes in inches)

Bleed Size:	8 1/8 x 11 1/8
Trim Size:	7 7/8 x 10 7/8
Safety:	3/8 from trim on all sides
Full Page (non-bleed)	7 x 10
2/3 page	4 1/2 x 10 11 1/8 x 5 1/8 Bleed

1/2 pg island	4 1/2 x 7 3/8
1/2 page vertical	3 3/8 x 10
1/2 page horizontal	7 x 4 7/8 Horizontal (no bleed)
1/2 page horizontal	7 7/8 x 5 7/16 Horizontal Bleed (Trim plus 1/8 all around for bleed). LIVE AREA - 7 x 4 7/8 centered within 7 7/8 x 5 7/16
1/3 page	2 3/16 x 10 Vertical
	4 5/8 x 4 7/8 Horizontal
1/4 page	3 1/2 x 4 7/8

Shipping Instructions:

(InsertionOrders AND Material)
VTC
c/o Taube/Violante, Inc.
Attn: Production
37 North Ave, Suite 202
Norwalk, CT 06851

(InsertionOrders/Correspondence)
VTC
Attn: Dick Cowan, Publisher
27 Walker Lane
Weston, CT 06883

For production questions, please call our production department:
Tel: 203-849-8200
Fax: 203-846-6675
E-mail: vtc@taube-violante.com or sue@taube-violante.com

Thank you.