

## Printing Impressions' Full Run Regular Editions

Publication Trim Size: 87/8" (8.875") x 107/8" (10.875")

Type of Binding: Perfect Bound

Printing Process: Web Offset (SWOP)

Standard Page Sizes	Live Area	Trim	Bleed
Full Page	8 3/8" x 10 3/8"	8 7/8" x 10 7/8"	9 1/8" x 11 1/8"
Full Page Spread	16 3/4" x 10 3/8"	17 3/4" x 10 7/8"	18" x 11 1/8"
2/3 Page Vertical	5 1/8" x 10"	NA	NA
1/2 Horizontal	7 7/8" x 4 3/4"	NA	NA
1/2 Horizontal Bleed Spread	16 3/4" x 4 3/4"	17 3/4" x 5 3/16"	18" x 5 7/16"
1/2 Page Vertical	3 3/4" x 10"	NA	NA
1/3 Page Square	5 1/8" x 4 3/4"	NA	NA
1/3 Page Vertical	2 3/8" x 10"	NA	NA
1/4 Page	3 3/4" x 4 3/4"	NA	NA

### General Information

**General Rate Policy:** Orders accepted are subject to change in rates upon notice. Advertisers may cancel or amend schedules at the time any change in rate becomes effective, without incurring a short-rate adjustment, provided the contract has been followed up to the date of cancellation. Rates are effective as of October 1, 2011. All business under current contracts will be protected for the duration of the contract.

**Rate Holder Information:** (or Special Position Rates) Covers are sold on a non-cancelable basis to contract advertisers. Cover two: add 20% of black-&-white rate. Page three of publication: add 15%. Cover four (back cover): add 25%. All other preferred positions: add 10% of black-&-white space rate. Consult Publisher for availability of all special positions. The publisher guarantees no position request unless contracted for at premium rate and assumes no responsibility if position given differs from request.

**Combination Frequency Rates:** Advertisers of rateholder space or larger can combine advertising space insertions in In-Plant Graphics, Package Printing, Print Professional and PrintMedia to earn greater combined frequency discounts. Minimum size applied is 2 1/8" x 4 3/4".

**Commissions:** Terms are net 30 days. Any account not paid within 30 days will be subject to a service charge of 1 1/2% per month. 15% commission allowed on space to recognized agencies. No commission on production charges. Payment for any advertising shall be due and payable at publisher's office: 1500 Spring Garden Street, 12th Floor, Philadelphia, PA 19130-4094.

**Short Rates and Credits:** Advertisers will be short-rated if they do not use the number of insertions contracted for a 12-month period upon which their frequency discount was based. Advertisers will receive a credit if they run sufficient insertions to earn a lower rate.

**Cancellations:** No cancellations will be accepted after closing without incurring a special production charge.

#### General Regulations and Policies

All copy subject to approval. The publisher reserves the right to reject or cancel any advertisement for any reason at any time. Advertisements which, in the publisher's opinion, give the illusion of editorial material will carry the word "Advertisement."

In consideration of Printing Impressions' acceptance of such advertisements for publication, the agency and the advertiser will indemnify and save harmless Printing Impressions and its officers, employees and agents against all loss, liability, damage and expense of whatsoever nature arising out of copying, printing or publishing of its advertisement including, without limitation, reasonable attorney's fees resulting from claims or suits for libel, violation of rights or privacy, plagiarism and copyright and trademark infringement.

All insertion agreements (insertion orders) shall be governed by the laws of the Commonwealth of Pennsylvania. Claims arising in connection with said agreement, or its performance by either party, may be decided by and in the state and federal courts sitting in the Commonwealth of Pennsylvania. The advertiser and the advertising agency are jointly and severally liable for payment. The advertiser agrees to submit to the personal jurisdiction of such courts as an inducement and consideration for the publisher's acceptance of the order.

Rates combine designated space in Full Run Edition bearing same month identification, or contiguous month.

**Issue and Closing Dates:** See editorial calendar for closing dates.

**Publication mail date:** 15th day of month of issue.

## MECHANICAL SPECIFICATIONS

**Specifications:** Printed Web Offset SWOP standards, with perfect binding  
**Trim size:** 8<sup>7</sup>/<sub>8</sub>" w x 10<sup>7</sup>/<sub>8</sub>" h;  
**Trim Spread:** 17<sup>3</sup>/<sub>4</sub>" w x 10<sup>7</sup>/<sub>8</sub>" h;  
**Spread w/bleed:** 18" w x 11<sup>1</sup>/<sub>8</sub>" h. Allow <sup>3</sup>/<sub>8</sub>" safety for all live copy.

**Spread Advertisers:** *Printing Impressions* is a perfect-bound publication. Depending on the folio size of the issue and variances in the manufacturing process, it is possible that some text or images may be hidden in the gutter during the binding process. All advertisers running spreads should keep critical type and images away from the gutter. We recommend that you allow for a <sup>1</sup>/<sub>4</sub>" safety gutter for each page of a spread when critical type or image is running across the gutter.

**Fractional ads should be supplied with crop marks at least <sup>1</sup>/<sub>8</sub>" outside the image area.**

### Digital Specifications/PDF File Requirements

PDF/X1-a is the required file format for *Printing Impressions*. Sending your ad as a PDF/X1-a protects the integrity of your ad file and ensures that it will print properly. *Printing Impressions* is now using a web based ad portal called **SendMyAd** for display ad submission. It is easy to use and can be accessed using a standard web browser on any computer, anywhere in the world. Just use one of the following browsers: Firefox 3.0 (or higher), Safari 3.0 (or higher), or Internet Explorer7 (or higher). You will also need Adobe Flash Player 9 (or higher). With **SendMyAd** your display ad materials can be uploaded, preflighted, approved and delivered to us all within minutes. Advertisers can access the portal by logging on to <https://napco.sendmyad.com> to setup your account. Upon logging in you will be asked to set up a username and password. This account can be used for any publication using the **SendMyAd** portal. Please send all display print ad materials to the **SendMyAd** portal, NOT to the publication production manager. Simply log on to <https://napco.sendmyad.com> to setup your account and upload/approve your print ad.

Please upload your ad to the **SendMyAd** portal as a PDF/X-1a file created with Acrobat Distiller 7.0 or higher using the instructions provided on <http://piworld.com/productionspecs>. If you need assistance please do not hesitate to call the Production Manager at the number below. Please Note:

- Scanned images for both display and marketplace ads must be high resolution (minimum 200 dpi), saved as CMYK (no RGB or JPEG graphics) as a TIFF or EPS.
- All fonts must be embedded in the PDF and be Type 1 or 3 - No Truetype.
- Bleeds must be .1250" outside trim
- All PDFs must be high res/press optimized (PDF/X-1a Compliant)
- Files must be Right Reading, Portrait Mode only 100% size, no rotations.
- If color is critical please provide us with a composite SWOP-certified color proof (with color bars) and send to the production manager at the address below. To see a list of SWOP-certified proofs we accept, please visit <http://www.swop.org/certification/certmfg.asp>. We cannot grant makegoods for poor color reproduction unless a SWOP-certified color proof is supplied with your digital file.
- Ad files must be uploaded to the **SendMyAd** portal. Log on to <https://napco.sendmyad.com>.

Call the Production Manager if you have questions.

**Please Note:** Advertisers or Ad Agencies that do not comply with these specifications and/or procedures waive all claims to make-goods or refunds

and hold harmless *Printing Impressions* in any and all production disputes. Send contract proofs (pre-paid) and insertion orders to:

### *Printing Impressions*

North American Publishing Company  
 1500 Spring Garden Street, 12th Floor  
 Philadelphia, PA 19130-4094  
 Attn: Production Manager  
 (215) 238-5300  
 Production Fax: (215) 238-5297

### Inserts:

- Publication trim: 8<sup>7</sup>/<sub>8</sub>" x 10<sup>7</sup>/<sub>8</sub>" high.
- Minimum insert size: 4<sup>3</sup>/<sub>4</sub>" wide x 6" high (binding edge).
- Maximum insert size: 9<sup>1</sup>/<sub>8</sub>" wide x 11<sup>1</sup>/<sub>8</sub>", which will trim in the publication to 8<sup>7</sup>/<sub>8</sub>" x 10<sup>7</sup>/<sub>8</sub>".
- Inserts for *Printing Impressions* jog to foot and require <sup>1</sup>/<sub>8</sub>" and <sup>1</sup>/<sub>8</sub>" gutter trim.\*
- Inserts spine dimension must be larger than the dimension of the width.
- Keep live copy <sup>3</sup>/<sub>8</sub>" within the final trim.
- Inserts with perforations must be reviewed with production manager prior to manufacturing
- Minimum stock: 60 lb. text. Maximum stock: 10 pt.
- Review inserts greater than 4 pages, or with unusual shapes, folds or diecuts, with a production representative.
- **Inserts not furnished to these standards will incur additional production charges.**
- Quantity required for full run insertion: approximately 68,000 for *Printing Impressions*. Regional or Demographic quantities must be confirmed with Production Manager.

Advertisers or Ad Agencies that do not comply with the above insert specifications and/or procedures waive all claims to make-goods or refunds and hold harmless *Printing Impressions* in any and all production disputes. Advertisers or Agencies may also incur additional production charges if they do not comply with the above insert specifications and/or procedures.

The USPS has set strict standards regarding size, weight, content and/or formatting of inserts, onsets and outsets that will qualify for periodicals rate postage with a periodicals-class magazine.

Some examples of items that will not qualify include, but are not limited to, items that are considered to be product samples or items that include the word "catalog". Because of the scrutiny the USPS applies to every insert it is important that you supply us in advance with an actual sample of the item you wish to insert into our magazine so that we may have it evaluated for USPS compliance. If a printed sample is not available you may provide a dummy of the item. Additional postage will be assessed and passed along to you if you do not provide a sample or dummy in advance for USPS compliance evaluation and the insert is later deemed by the USPS to be non-compliant with periodicals-class requirements. Insert Mailing Instructions:

### Ship inserts pre-paid to:

RR Donnelley  
 3401 Heartland Drive, Liberty, MO 64068-0298  
 Attn: Tiffany Jay, 816.792.6346

Deliveries accepted 8:00 a.m. to 3:30 p.m. Monday through Friday.

Inserts must arrive at the printer at least 7 days prior to publication bind date.

Please check with the Production Manager for specific dates.

Inserts should be shipped prepaid, in cartons, on skids (only 1 version per skid allowed), clearly marked *Printing Impressions*. Include issue date, quantity in each carton, plus the total number of cartons on skids being delivered. Cartons may not exceed 40lbs. Cartons weighing over 40lbs. could incur additional costs for repacking. Affix a sample of the insert to the outside of each carton. Clearly indicate if shipping multiple inserts for multiple issues.

**Pack two page inserts in cartons, facing the same direction.** Four page or greater inserts, or inserts of an unusual shape, fold or die cut, must be discussed with the Production Manager (215) 238-5300. Additional charges will be incurred if insert packing does not meet specific requirements. Please do not ship inserts more than 90 days in advance of issue.

Send six insert samples to: Production Manager, *Printing Impressions*, 1500 Spring Garden Street, 12th Floor, Philadelphia, PA 19130-4094.

\*NOTE: December inserts will jog to the foot. Contact the Production Manager for information on which issues may have supplements.

## Graph Expo Pre-Show Planner and On-Site Show Directory

**Printing Specifications:** Web Offset SWOP standards apply. **Standard page size:** 7" x 10".

**One page bleed size:** 8" x 10<sup>3/4</sup>". **Trim size:** 7<sup>3/4</sup>" x 10<sup>1/2</sup>".

**Spread bleed size:** 16" x 10<sup>3/4</sup>". **Trim size:** 15<sup>1/2</sup>" x 10<sup>1/2</sup>", 1/8" gutter grind-off required, per page, for spreads for Master Specifier and On-site Show Directory. Keep live matter <sup>3/8</sup>" within edges of trim size.

Fractional ads should be supplied with crop marks at least 1/8" outside the image area.

### Binding Method:

*Pre-Show Planner* - Saddle Stitched

*On-Site Show Directory* - Perfect Bound

**Preferred Material:** See Digital Specifications above.

**Inking:** SWOP standards apply for use on approved 60 lb. stock.

### Inserts:

- Publication trim: 7<sup>3/4</sup>" wide by 10<sup>1/2</sup>" high.
- Minimum insert size: 4<sup>3/4</sup>" wide by 6" high binding edge.
- Maximum insert size: 8"x 10<sup>3/4</sup>" which will trim in publication to 7<sup>3/4</sup>" wide by 10<sup>1/2</sup>".
- All inserts for Master Specifier and On-Site Show Directory jog to foot and require 1/8" foot and 1/8" gutter trim. All inserts for the Pre-Show Planner jog to head and require 1/8" head trim and a 4" binding lip folded to low folio.
- Keep live copy <sup>3/8</sup>" within the final trim.
- Minimum stock: 60 lb. text. Maximum: 10 Pt.
- Four-page inserts must be supplied folded and within the sizes indicated above.
- Review inserts greater than four pages, or with unusual shapes or folds or die cuts, with a production representative.
- Inserts not furnished to these standards will incur additional production charges.
- Quantity required for full run insertion: Please call Production Manager for specific quantities.
- Regional/Demographic quantities must be confirmed with Production Manager.