

# Multichannel<sup>NEWS</sup>DAY

## SHOW DAILY PRINT ADVERTISING SPECIFICATIONS

**Full Page Ad**  
**Trim**  
 8 1/2" x 11"  
**Safety**  
 8" x 10 1/2"  
**Bleed**  
 8 7/8" x 11 3/8"  
**Non-Bleed**  
 7 1/2" x 10"

**Strip Ad**  
 7 1/2" x 3"

B&W only

**Cover Snipe**  
 7 1/2" x 1 1/2"

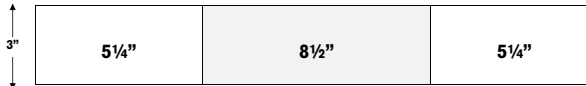
## SPECIAL ADVERTISING UNITS

### False Cover

**Trim**  
 8 1/2" x 11"  
**Bleed**  
 8 7/8" x 11 3/8"  
**Safety**  
 8" x 8 1/4"

### Bellyband

**Trim**  
 19" x 3"  
**Safety**  
 18 1/2" x 2 1/2"  
**Bleed**  
 19 3/8" x 3 3/8"



	Full Size	Front Panel	Side Panels
<b>Trim</b>	19" x 3"	8 1/2" x 3"	5 1/4" x 3"
<b>Safety</b>	18 1/2" x 2 1/2"	8" x 2 1/2"	4 3/4" x 2 1/2"
<b>Bleed</b>	19 3/8" x 3 3/8"	8 7/8" x 3 3/8"	5 5/8" x 3 3/8"

- Creative can extend to the full size of the bellyband if desired. However, only the shaded center section, which is the width of the book, will be seen on the front cover. The flaps on either side will fold around the book and not be seen. Please keep in mind, there will be approximately 2" overlap in back.
- Clients are advised to keep live area 1/4" from either side of the fold.
- If we are to produce the bellyband, the bleed size should be 19 3/8" x 3 3/8". 19" x 3" represents the complete, trimmed size of the piece.
- **PLEASE NOTE:** Weight of bellyband: Maximum: 60 to 80 lb. text, coated or uncoated offset stock

## MECHANICAL SPECIFICATIONS

- **Printing Process:**  
Heat set web
- **Binding:**  
Saddle-stitch
- **Color Separations & Halftones:**  
133 line screen
- **Ink rotation on press:**  
Black, Cyan, Magenta, Yellow
- **Color Requirements for 4-Color Process:** Recommended –133 line screen. Only digital files accepted. Documents must contain at least 3 sets of register marks placed 1/4" outside image area. Not responsible for poor legibility of white type 10 point and under caused by color filling in type. Reverse type must be spread in all color plates other than the dominant plate that defines the type. Maximum screen densities of tone not to exceed 280% in any print area. Color proofs must accompany color files.
- **Material for Bleed Ads:**  
Type or illustrative material not intended to bleed must be kept 1/4" from top, bottom, and each side. Live matter on facing pages (spreads) should not be closer than 3/16" from the center fold on each page, providing a total separation of 3/8".
- **Widths:**  
1 column = 2<sup>3</sup>/<sub>8</sub>", 2 column = 4<sup>15</sup>/<sub>16</sub>"  
3 column = 7<sup>1</sup>/<sub>2</sub>"
- **Ad Size and Construction:**  
**Non-Bleed Ads:** the page or document size should equal the *trim size*.  
**Ads with Bleed:** the page or document size should equal the *trim size* with bleed extending at least 3/16" beyond trim on all sides. **Please keep in mind:** When sending your ad as a flattened image (i.e. PDF, EPS or TIF), the page or document size should equal the *bleed size*.
- **Production Charges:** No charges when one piece, correct size documents are supplied. Hourly charges (1/2-hour minimum) will apply for alterations we make to your files due to errors in ad size, type, color space, or file format.
- **Return of Materials:** Multichannel News cannot hold materials longer than 3 months. Material will be shipped back to client upon written request only.
- **Shipping Instructions:** Ship all display advertising materials to:  
**Production Department**  
Multichannel News  
360 Park Avenue South  
12th Floor  
New York NY 10010  
(646)746-6508
- Please include the name, phone number and address of the creator of the ad in case we need to contact them about the ad or to return materials.

## DIGITAL ADVERTISING SPECIFICATIONS

- **Acceptable Proofs:**  
MatchPrint™, EPSON POLAPROOF™, or KODAK APPROVAL™. If ad is 4-color and an accurate color proof is not provided by the advertiser, printer will run color according to SWOP standards.
- **Preferred File Format:**  
Adobe® Acrobat® PDF-X1A files delivered to <http://www.ads4reed.com/>.
- **Raster File Resolution (Photos):**  
266 DPI (at final size) saved in TIFF or EPS format. Do not compress graphics using JPEG or LZW.
- **Color:**  
Color images should be converted and saved in CMYK format, unless a matched Pantone® color has been purchased.
- **Graphics:**  
Embed images in your file when saving in PDF format.
- **Ad Size:**  
Crop marks for full page ads should be at **trim size**. Bleed ads should extend beyond trim crop marks by 3/8 inch. Fractional ads should be set up exactly to [trim] sizes specified by publisher.
- **Trapping:**  
Do not trap files. Trapping will be set automatically through Reed's graphic production department.
- **Fonts:**  
Please use Adobe Type 1 fonts only. **Do not use Multiple Master, True Type or CID Identity-H fonts!**
- **Electronic Transmission of files:**  
<http://www.ads4reed.com/>
- **Please note:** Reed Business Information will run SWOP Standards unless a color press guide is provided.

## TERMS & CONDITIONS

- Net 30 days. No cash discounts. 15% commission to recognized advertising agencies on space, color, position and insert charges only if paid within 30 days.
- Insertion instructions shall be supplied for every advertisement and shall clearly state the following information: name of publication, name of advertiser, date to be inserted, size of advertisement, identification of advertisement (proof of ad to be furnished if possible) plus any special instructions such as bleed, color, etc.
- No conditions, printed or otherwise, appearing on the space order, billing instruction or copy instructions which conflict with the publisher's stated policies will be binding on the publisher.
- All advertising orders are accepted subject to the terms and provisions of the current rate card. Orders are accepted subject to change in rates upon notice from the publisher. However, orders may be cancelled at the time the change in rates becomes effective without incurring a short rate adjustment, provided the rate has been earned up to the date of cancellation.
- Orders acceptable for not more than one year in advance.
- A contract year, or twelve-month period, starts from the date of the first insertion. Twelve-month periods do not overlap; in other words, space counted in one contract period to determine the rate for that period, cannot be counted again toward determining the rate for the subsequent or past periods.
- Space orders wherever possible should specify a definite schedule of insertions, issues and sizes of space.
- The forwarding of an order is construed as an acceptance of all the rates and conditions under which advertising is at the time sold.
- Verbal agreements are not recognized.
- Acceptance of advertising for any product or service is subject to investigation of the product or service, and of the claims made for it in the advertisement submitted for publication.
- If more or less insertions are used within one year than specified in the order, charges will be adjusted in accordance with established rates.
- Cancellation of space order forfeits the right to position protection.
- The publisher reserves the right to give better position than specified in the order, at no increase in rate.
- Advertiser and advertising agency agree to indemnify, defend, and save harmless the publisher from any and all liability for content (including text, illustrations, representatives, sketches, maps, trademarks, labels or other copyrighted matter) of advertisements printed, or the unauthorized use of any person's name or photograph arising from the publisher's reproduction and publishing of such advertisements pursuant to the advertiser's or agency's order. The publisher reserves the right to reject, discontinue or omit any advertising or any part thereof. This right shall not be deemed to have been waived by acceptance or actual use of any advertising matter.
- All advertising is subject to the publisher's approval. The publisher reserves the right to reject advertising not in keeping with the publication's standard.
- The advertiser index is prepared under the regulations and policies of the publisher as an extra service to the advertiser over and above his space order. The publisher, therefore, does not assume liability for errors in the index notwithstanding all normal precautions.
- The publisher assumes no liability if for any reason it becomes necessary to omit an advertisement.
- Publisher is not liable for delays in delivery and/or non-delivery in the event of an Act of God, action by any governmental or quasi-governmental entity, fire, flood, insurrection, riot, explosion, embargo, strikes whether legal or illegal, labor or material shortage, transportation interruption of any kind, work slow-down, or any condition beyond the control of publisher affecting production or delivery in any manner.
- The publisher's liability for any error will not exceed the charge for the advertisement in question.
- Failure to make the order correspond in price or otherwise with the rate schedule is regarded only as a clerical error and publication is made and charged for upon the terms of the schedule in force without further notice.
- Association advertising ordinarily takes the rate earned for space used by the association advertising alone. Individual members of associations cannot bulk their individual company space with the association space to earn a bulk rate for themselves.
- 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.
- When change of copy, covered by an unconcealed insertion order, is not received by the closing date, copy run in the previous issue will be inserted.
- The publisher assumes no liability for error or omissions in key numbers, or its reader's service section, and/or reader's service numbers, or advertiser index.
- Advertisements offering prizes, or contents of any nature, are accepted provided prior approval has been obtained from the Post Office at place of publication entry.
- Requests for specified position at R.O.P. rates are given consideration but no guarantee is made unless the position premium has been provided for in the contract.
- Publisher reserves right to hold advertiser and/or its advertising agency jointly and severally liable for such monies as are due and payable to the publisher.

NOTE: If the number of insertions placed does not match the contract, the charges will be adjusted to reflect the actual insertions placed.