

## DIMENSIONS

	IN. WIDE	IN. DEEP
1 Page	7.0	× 9.75
2/3 Page	4.5	× 9.75
Island-half	4.5	× 7.375
Jr. spread	15.0	× 4.625
1/2 Page horizontal	6.875	× 4.625
1/2 Page vertical	3.25	× 9.75
1/3 Page square	4.5	× 4.625
1/3 Page vertical	2.125	× 9.75
1/3 Page horizontal	6.875	× 3.0
1/4 Page vertical	3.25	× 4.625
1/4 Page horizontal	6.875	× 2.25

**Final Trim Size:** 7.625 x 10.5 in.

**Final Spread Trim Size:** 15.25 x 10.5 in.

**Binding Method:** Perfect Bound

**Please make sure all digital ad files match the ad dimensions listed.**

**Penton Media reserves the right to reduce and/or resize any oversized or incorrectly sized ads to fit the ad dimensions indicated in the rate card.**

## BLEEDS, ADS, SIZES IN INCHES

	IN. WIDE	IN. DEEP
2 Page spread bleed	15.75	× 10.75
Gutter bleed	15.25	× 10.75
1 Page bleed	7.875	× 10.75
2/3 Page bleed	5.125	× 10.75
Island-half bleed	5.125	× 8.0
1/2 Page junior spread bleed	15.75	× 5.25
1/2 Page bleed (vertical)	3.875	× 10.75
1/2 Page bleed (horizontal)	7.875	× 5.375
1/3 Page bleed (vertical)	2.625	× 10.75

**Data File:** Data File ads are all 4 color and follow a set format.

**Ad Size:** 2.25w x 1.625d

**Size of Color Picture Brochure:** 1.0w x 1.375d

**Headline & Copy:** Maximum 12 lines, 22 characters per line, including spacing.

**Company Name, City & State:** Across the bottom, maximum 46 characters, including spacing.

## GUIDELINES FOR SENDING ELECTRONIC FILES

**Ads should be uploaded to [www.pentondigitalads.com](http://www.pentondigitalads.com)**

When sending electronic files, please use the following specifications/instructions:

- Platform:** Macintosh or PC accepted
- Files accepted:** PDF (Prepress high resolution) or Postscript files only. Instructions will be provided upon request.  
We can handle native application files (InDesign, PageMaker, Freehand, Illustrator, Photoshop, CorelDraw); however, there will be an **additional charge** for this service (to convert to the industry-standard format).
- Color:** Send all files in CMYK mode. RGB files must be converted. Please indicate any Spot Pantone colors on the checklist. If a pantone color is not being run, please convert to process.
- Images:** MINIMUM resolution required is: 300 dpi for full-color artwork or grayscale. At least 1,200 dpi for Bitmap (B&W/Line Art). Images and logos from Web sites are NOT usable for print ads; they are low-resolution images (72 dpi).
- Proof:** A proof of the ad **MUST BE** provided. For B&W, please provide a laser proof. For color ads, to insure accurate color, provide color breaks and/or a SWOP-approved color proof. When sending files via Web site, fax a copy of the ad for document layout. **Also include a copy of the Digital Advertising checklist with all ads.**
- Please make sure all digital ad files match the ad dimensions listed. Penton Media reserves the right to reduce and/or resize any oversized or incorrectly sized ads to fit the ad dimensions indicated.

## INSERTS

**Shipping Instructions:** Ship prepaid to MACHINE DESIGN, c/o R.R. Donnelley and Sons, 1600 N. Main Street, Pontiac, IL 61764. Label should show

(1) Advertiser's name, (2) Quantity of inserts, (3) Scheduled issue date and (4) Publication name. **Call Production Manager for shipping requirements.**

**Size:** 2-page insert: 7.875 in. × 10.75 in. This allows for 0.1875 in. head trim and 0.125 in. at the gutter, bottom, and outside edge.

**Stock weight:** Two-page insert recommended minimum 80-lb stock. Four pages, maximum weight of stock is 70-lb coated or 60-lb uncoated (25-in. × 38-in. basis). Inserts of more than four pages, or more than two thicknesses, are limited to 60-lb coated or uncoated. Inserts which require backing up must be on flat stock suitable for halftone offset printing.

**Special:** For more than four pages, gatefolds, fractional pages, or unusual inserts, consult Production Manager. A sample or dummy should be provided to the Production Manager for postal regulation and binding approval. For Regional or Demographic insert information, consult Production Manager.

**Margins:** Keep live matter 0.375 in. from bind edge to allow for perfect binding.