Digital Advertising Specifications

Business Intelligence JOURNAL

The following specifications are for the purpose of controlling the quality of magazine printing on high-speed web presses. All requirements are based on Specifications for Web Offset Publications (SWOP). Any deviation from these specifications may result in less-desirable printed results.
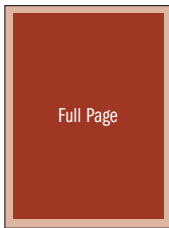
Full Page

Trim Size:	8" x 10¾"
Live Size:	7½ x 10¼
Bleed Size:	8¼" x 11"

All bleed dimensions include 1/8" bleed for trim. For bleed ads, please keep live copy 1/4" from trim and crop marks. CMYK, 4-color process printing only. For PMS ink color availability, contact your Sales Representative.

Full Page

Ad sizes are to scale.

Submitting Digital Ad Files

Digital files should be provided by e-mail (if less than 3 MB) or FTP upload. Please include the magazine name, issue date and advertiser name in the subject line. Ads requiring work to be done by the publisher (sizing, typos, etc.) will incur an additional charge. Advertising materials are stored by the publisher for one year, then deleted.

Send Materials To:

Tanya DeSomov

Business Intelligence Journal   [& issue date]
1105 Media, Inc.
9201 Oakdale Avenue, Suite 101
Chatsworth, CA 91311
Tel: 818-814-5369
Fax: 818-734-1528
E-mail: tdesomov@1105media.com

Contact Information

If you have questions regarding production specifications or insert specifications, please contact your Production Coordinator. For advertising sales information, please contact your Sales Representative.

File Format

We support files generated by Adobe Acrobat using the 1105 Media Print Driver and 1105 Media Job Option Settings for Distiller, with specifications as listed below. Download printer driver & distiller settings from our web site at: http://www.1105media.com/digitalAdRes.html

In order to generate acceptable PDFs, it is important that the native file (QuarkX-Press, Adobe InDesign) is prepared accordingly.

Preparing native files for PDFs:

- Multiple pages need to be submitted as single page files
- All images/scans must be in CMYK mode, 300 dpi resolution
- Use Postscript (Type 1) fonts only. No True Type, Windows/PC or custom fonts accepted, unless converted to outlines.
- DO NOT use stylized fonts
- Embed all fonts
- Rules should be .25 point or thicker
- All elements must be placed at 100% size
- Avoid rotation and cropping of images in layout program
- Do not nest EPS files in other EPS files

Preparing an EPS file (Optional alternative format):

- EPS file formats from Adobe Illustrator, Adobe Photoshop or Macromedia Free-hand must be a high resolution CMYK EPS file, layers flattened with fonts converted to outlines or paths.

FTP File and Upload Information

Name your files indicating the publication name, year, and advertiser name (example: BIJ_2010_ABCcompany.pdf). All uploads should be followed by either a confirmation phone call or e-mail message to your Production Coordinator to verify the file has been sent.

It is important that the uploaded file is placed in the designated directory for expedient access.

Host: ftp://ads.1105media.com/

User ID: 1105user

Password: 1105pass

Directory: /1105external/production/Business_Intelligence_Journal/2011

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