Digital Advertising Specifications

Security Products Supplement

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.

Trim Size: 8" x 10 3/4" **Bleed Size:** 8 1/4" x 11"

	Live Size	Bleed Size
Full Page:	7 1/2" x 10 1/4"	8 1/4" x 11"
Spread	14" x 10"	16 1/4" x 11"
1/2 Horizontal:	6 1/2" x 4 1/2"	8 1/4" x 5 1/2"
1/2 Horiz. Spread:	14" x 4 1/2"	8 1/4" x 5 1/2"
1/2 Vertical:	3 1/4" x 9 1/2"	4" x 11"
1/2 Island:	4 1/4" x 6 1/2"	n/a

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.

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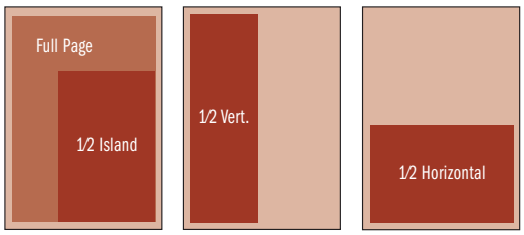

Ad Sizes are to scale.

Media Shipping (not including pre-printed inserts)

Digital files should be provided on the following media: Macintosh formatted CD-ROM or DVD-ROM. Please label media with the magazine name, issue date and advertiser name. Include a laser of the media directory with all contents. Ads requiring work to be done by the Publisher will incur an additional charge. Media and advertising materials are kept by the Publisher for one year then destroyed. Return material requests must be made in writing and are shipped C.O.D.

Send Materials To:
Security Products
Attn: Production Coordinator
1105 Media Inc., 9201 Oakdale Avenue, Suite 101, Chatsworth, CA 91311
Tel 818-814-5371, Fax 818-734-1528
Email: secadproduction@1105media.com

Media, files and proofs should be securely packed and shipped. Contents of the package should be identified on the outside as to publication date and type of material contained within. Please include the magazine name and issue date on all packages.

File Format

We support files generated by Adobe Acrobat using the 1105Media Print Driver and 1105Media 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 printable PDFs, it is important that the native file (QuarkXPress or Adobe InDesign) is prepared accordingly.

Preparing native files for printable PDFs:
- **Multiple pages need to be submitted as single page files**
- Set bleeds 1/8" beyond trim
- All images/scans must be in CMYK mode, 300 dpi resolution
- DO NOT use stylized fonts
- Use Postscript (Type 1) fonts only. No True Type, Windows/PC or custom fonts accepted, unless converted to outlines.
- 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
- Four-color solids should not exceed SWOP density of 280%

Preparing a PDF file (Preferred format):
- Use 1105Media PPD Print Driver
- Use 1105Media Job Option Settings for Distiller
- **Set crop marks with a 12 point offset**
- **PDF file needs to be 1 inch larger than trim size of magazine and include crop marks**

Preparing an EPS file (Optional alternative format):
- EPS file formats from Adobe Illustrator or Adobe Photoshop must be a high resolution CMYK EPS file, layers flattened with fonts converted to outlines or paths.

Proofs

Provide two digital color proofs at 100% size, created from the supplied digital file, on a contract-quality, digital halftone proofing system in accordance with SWOP web coated standards (AGFA Pressmatch, Kodak Approval, DuPont Waterproof, etc.).

Laser or inkjet proofs are not considered accurate in color and are supplied for content confirmation only. If supplied, the Publisher is not responsible for color variances between the digital file and final color reproduction.

IMPORTANT NOTE: If proofs are not supplied, the Publisher reserves the right to have them made at the Advertiser's expense, and make-goods due to reproduction quality will not be honored.

FTP File and Upload Information

Name your files with the magazine name, issue date and project name. All uploads should be followed by either a confirmation phone call or email 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/Security_Products_Supplement/

Digital Advertising Resources

1105 Media Inc. Media Kits and Ad Specifications
http://www.1105media.com/adSpecs.html

Digital Distribution of Advertising for Publications (DDAP)
http://www.ddap.org

Specifications Web Offset Publications (SWOP)
http://www.swop.org
http://www.swop.org/certification.html

Adobe Acrobat
http://www.adobe.com/products/acrobat/main.html

1105 MEDIA INC