

print specifications^o

FORMAT:

Trim size: 7 7/8" wide x 10 7/8" deep

Live copy area: 7" x 10".

One-Page Bleed – 8 1/8" x 11 1/8"

Spread copy area: 14 7/8" x 10".

Spread Bleed – 16" x 11 1/8"

Vital reading matter should be kept 3/8" from all sides.

DIGITAL AD REQUIREMENTS

Preferred Format:

PDF/X-1a

- All fonts MUST be embedded (True Type fonts cannot be used for Printing).
- The color space must be CMYK or Grayscale. No RGB, LAB or embedded color profiles (such as ICC profiles).
- No files with PMS colors will be accepted without prior notification, please convert all PMS colors to CMYK.
- Maximum ink density: 300 total.
- Resolution: 300 dpi

Alternative File Formats Accepted:

- Native application files from Adobe CS5 (InDesign, Illustrator, Photoshop) Note: Quark application files are not acceptable.
- Provide all images for ads. Images should be final, color corrected, hi-resolution (300 dpi) CMYK files. TIFF or EPS file type recommended. Hi-res images should not be scaled more than 115% to maintain image quality.
- All fonts must be outlined or packed with the native application files.
- Failure to supply all necessary resource files and fonts may result in additional charges. If additional work is necessary to ensure proper output, additional production charges may apply.

Preferred Color Guidance:

■ TRO01 SWOP certified color proof of the ad. A non-SWOP certified color proof is not considered color accurate and will not be provided on press. (If an accurate color proof is not provided, Summit Business Media will not be held responsible for exact color reproduction.) If no SWOP proof can be provided, you must include a black-and-white proof as an indication of content.

Ads Produced By Summit Business Media:

If we are building your ad, you must provide the following materials:

- Typewritten text
- Electronic image files
- A clean black-and-white logo or digital file of the logo saved as a vector EPS
- A brief indication (mockup) or written description of concepts for your advertisement.

Production Charges:

Summit Business Media has complete production department available, including ad design, layout and copy writing. There will be a minimum production fee for any work done.

Additional Services and Fees:

- Standard Colors (C, M, Y): \$720 extra
- Pantone, Metallic, PMS, Match Color: \$1,075
- Bleed: 15% extra
- Inserts: Please contact your account executive for a quote.

Preferred Media Submission:

Files can be uploaded to Summit Business Media's FTP site: ftp.nuco.com/incoming.

Full Page Spread

Bleed- 16 x 11.125
Non-bleed 15 x 10



Half Spread Horizontal

Bleed- 16 x 5.625
Non-bleed 15 x 4.875



Full Page

Bleed- 8.125 x 11.125
Non-bleed 7.125 x 10



2/3 Vertical

Bleed- 5 x 11.125
Non-bleed 4.625 x 10



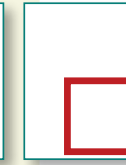
Half Page

Bleed- 8.125 x 5.625
Non-bleed 7.125 x 4.875



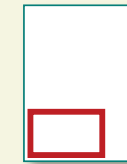
1/3 Page

Non-bleed
Vert- 2.375 x 10
Horz- 4.5625 x 4.875



1/4 Page

Non-bleed 4.5625 x 3.75



1/6 Page

Non-bleed 2.125 x 4.875



Alternative Media Submission:

Mail CD or DVD to:

Carla Johnson, Advertising Coordinator
National Underwriter P&C Magazine
5081 Olympic Blvd., Erlanger, KY 41018
cpjohnson@SBMedia.com (800) 544-0622

