

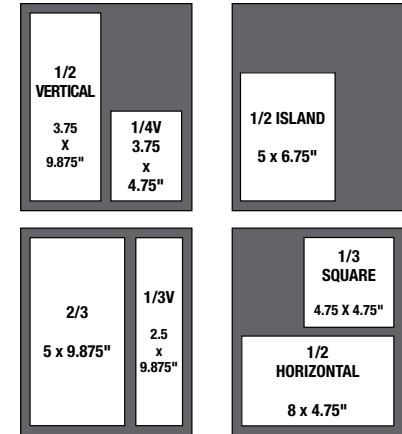
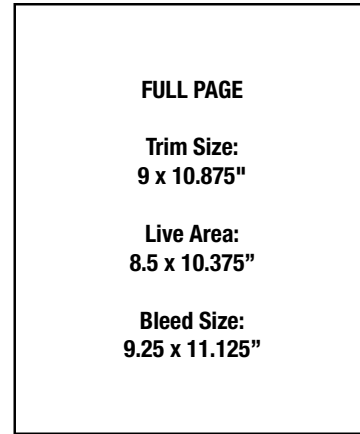
# LDI & LIVE DESIGN

## mechanical specs

### LIVE DESIGN Magazine Magazine Ad Sizes

#### Width x Depth (inches)

<b>Magazine Trim Size</b> .....	<b>9 x 10.875"</b>	1/2 Page Vertical .....	3.75 x 9.875"
Full Page (Live Area) .....	8.5 x 10.375"	1/2 Page Horizontal .....	8 x 4.75"
(Bleed) .....	9.25 x 11.125"	1/2 Page Island .....	5 x 6.75"
Spread (Live Area) .....	18 x 10.5"	1/3 Page Square .....	4.75 x 4.75"
(Bleed) .....	18.25 x 11.125"	1/3 Page Vertical .....	2.5 x 9.875"
2/3 Page Vertical .....	5 x 9.875"	1/4 Page Vertical .....	3.75 x 4.75"



#### SPACE UNIT SIZE IN INCHES

Space can be used only in the above sizes. Space exceeding size indicated in any direction is considered bleed except for gutter bleeds in spread.

#### GENERAL SPECIFICATIONS

**Printing Method:** Web Offset

**Binding:** Perfect bound

**Paper:** Cover printed on 80-lb. Somerset Matte coated offset; text printed on 45-lb. Escanaba

**Ink:** SWOP standard and four-color process

**Shipping Instructions:** Send all contracts, orders, insertion instructions, advertising material, and correspondence to:

**Production Coordinator, Live Design,  
9800 Metcalf Ave., Overland Park, KS 66212;**

**Clearly mark: "Advertising Materials";  
(913) 967-1814; fax: (913) 514-6814;  
diane.straughen@penton.com.**

Advertising materials must be shipped prepaid to publication to arrive by the materials due date.

#### DIGITAL AD SPECIFICATIONS

**PDF Format:** Advertisers should submit PDF and PDF/X1-A files that are prepared for press-optimized printing in CMYK with fonts embedded. For an Acrobat Distiller job-options file

and more information on creating acceptable PDF files, visit [www.pentonads.com](http://www.pentonads.com). PDF files lack the ability to be edited or altered (i.e. phone number, address, etc.)

- **Preferred Applications:** Ad layouts should be created using either QuarkXpress™; or Adobe InDesign®. If submitting application files, provide all supporting graphics and fonts.
- **Proofs:** Text and element proof required to assist in preflighting digital ad files. For critical color match, a digital halftone proof (i.e. Kodak Approval, Dupont Digital Waterproof, Fuji FirstProof, etc.) is required. Accurate color reproduction cannot be guaranteed without an accompanying SWOP-certified proof.
- **Photos:** 300 dpi, actual size; CMYK color model; .tif or .eps format; no JPEG compression.
- **Line Art/Text:** 600 dpi minimum; CMYK color model; .eps or .tif format with color preview. In PhotoShop, black text should be created in black channel only to avoid registration problems.
- **Color Tone Values:** To avoid over-saturation of ink, the total combined value of CMYK colors should not exceed 300% (i.e. C=100, M=100, Y=50, K=50). Any one color with a required value over 85% should be made solid.
- **Color Mode:** Ads should be converted to CMYK prior to submission as color shifts may occur. Ads received in RGB color will be converted to CMYK.

- **Fonts:** When submitting application files, include screen and printer fonts. On illustrations it is recommended to convert text to outline, however outline text cannot be altered.
- **Lettering:** Reproduce all reverse lettering with a minimum of colors. Type smaller than 8 point with fine serifs should be avoided.
- **Media:** Mac or IBM CD, Zip 100, floppy or FTP Upload: <ftp://adclient:adclient@ftpserver2.penton.com>/adclient/or email: [diane.straughen@penton.com](mailto:diane.straughen@penton.com); (913) 967-1814; fax: (913) 514-6814.
- **Inserts:** Contact advertising representative for rates, production specs and shipping instructions or visit [www.pentonads.com](http://www.pentonads.com).

#### NEWSLETTER AD TECHNICAL SPECS

**Formats Accepted:** GIF, Animated GIF or JPEG files only. No Rich Media or Flash.

#### Dimensions and File Sizes:

- 468x60 full banner, 15-20k max
- 120x60 logo, 8-10k max
- 125x125 square 15k max
- 120x240 half-tower, 20k max
- 120x600 tower, 25k max

**Frames and Looping:** Max Frames = 4, Looping = 3times  
**3rd Party Ad Serving:** Most 3rd Party Ad tags accepted.

3rd Party Ad tags for enewsletters must be standard IMG SRC and HREF tags only. All 3PAS must be accompanied by anti-caching documentation. Materials due 2 business days prior to newsletter blast.

#### ONLINE AD TECHNICAL SPECS

**Formats Accepted:** GIF, Animated GIF, JPEG, HTML, Flash, Unicast, PointRoll, Eyeblaster, Enliven

**Will Accept For Testing:** DHTML, Audio, Real, Shoshkeles, Tomboy

**Non-accepted Formats:** Java, Java Applet, Video

**3rd Party Ad Serving:** 3rd Party Ad Tags include DART (internal redirect), Bluestreak, MediaPlex, and Atlas. All 3PAS must be accompanied by anti-caching documentation.

#### Dimensions and File Sizes:

- 728x90, 35k max
- 300x250, 35k max
- 180x150, 35k max
- 125x125, 35k max

**Frames and Looping:** Max frames = 4; looping = 3 times

**Material Deadline:** Materials due 2 business days prior to posting for banner ads and 5 days prior to posting for rich media ads. Include referring URL and alternate text with instructions.

**Cancellation Policy:** Banners, sponsorships, and newsletters require a 2-week written cancellation notice.