

DIGITAL ART CHECKLIST

[Please complete this form and attach with your disk & proof.]

By following this checklist, we will be communicating on the same platform to achieve your marketing goal (as technology advances this may change slightly). We will advise you of any production concerns, and potential remedies for those concerns.

the **NEWS**

Carrie L. Cypert
Production Manager
248-786-1688
fax: 248-502-1020
cypertc@bnpmedia.com



BNP Media
2401 W. Big Beaver, Suite 700
Troy, MI 48084

The Checklist if the answer is no to any of the items below, please contact your BNP production representative.

FILES

- Y N n/a Files are Macintosh platform
- Y N n/a QuarkXPress (6.5 or lower) with a .qxd (for Quark 5 and lower) or .qxp (for Quark 6) extension. **or...**
- Y N n/a Adobe Indesign (CS2 or lower) with a .indd extension. **or...**
- Y N n/a File is a PDF. The PDF must be created using BNP Media's Distiller settings.
Please see: <http://www.bnpmedia.com/digitalspecs>
- Y N Ad size conforms to dimensions listed on the media kit.
- Y N n/a Bleeds extend 1/8 inch beyond final trim.

circle which type of file is supplied

GRAPHICS

- Y N n/a All Supporting art is included as either a .tif or .eps (Photoshop or Illustrator CS2 or lower).
- Y N n/a Images are 300 dpi.

FONTS

- Y N n/a Both printer and screen fonts (Adobe Type 1 Postscript) are included. [Note: Menu styles/attributes should not be applied to fonts.] **Fonts in Illustrator must be outlined.**

COLORS

- Y N n/a **4 Color Ads:** All colors in Quark and Illustrator are converted to CMYK (graphics are also converted to CMYK).
- Y N n/a **Spot Color Ads:** All colors in Quark have Spot Color selected (graphics are also spot color).
- Y N n/a **Black & White Ads:** Graphics are saved as grayscale or bitmap.
- Y N n/a Trapping is set appropriately.

ELECTRONIC SUBMISSION:

- Y N Files are supplied on a CD. E-mail and FTP options should be discussed with the magazine's production manager.
- Y N A print window of files on disk is supplied.
- Y N **With insertion order, a screened contract quality proof created from the final electronic file must be submitted with each color ad.** Kodak Approval proofs preferred. Iris or other SWOP Standard proofs accepted. Color cannot be guaranteed unless an acceptable proof is provided. Please supply B&W laser printout for B&W ads.

We would be happy to provide further detailed information about any of your production concerns.

Quick Specs

PROGRAMS WE CAN ACCEPT:

MAC: Quark 6.5, Adobe Indesign CS2, Adobe Illustrator CS2, Photoshop CS2

* Programs can also be a lower version of the above.

FORMATS FOR GRAPHICS, PHOTOS:

EPS, TIFF (4 color should be CMYK)

PLEASE NOTE:

The same IBM compatible software is acceptable, however note that the fonts will be replaced with Mac compatible.

Very important: Remember to include proof of ad.

Ad Dimensions

The following is a partial list of ad dimensions (width x height) accepted for The NEWS' regular tabloid issues and supplements. If your ad does not conform to one of the standard sizes for the publication or supplements, please contact Carrie L. Cypert to discuss alternatives.

The News Publication

Ad Size	Dimensions
Tabloid Page	Trim size: 10 ⁷ / ₈ " x 14 ³ / ₄ " Live area (non-bleed): 10 ¹ / ₈ " x 14" Bleed size: 11 ¹ / ₈ " x 15"
Tabloid Spread*	Bleed size: 22" x 15"
Junior Page	Trim size: 8 ³ / ₈ " x 10 ³ / ₄ " Live area (non-bleed): 8 ¹ / ₈ " x 10" Bleed size: 8 ³ / ₄ " x 11"
Junior Spread*	Bleed size: 17" x 11"

* Spreads should be set up as two facing pages in Quark. Each page should have the same dimensions, live areas, and bleeds as the single page ads. Keep live area at least ³/₈" to left and right of gutter.

Ad Size	Dimensions
2/3 Vertical	4" x 13 ¹ / ₂ "
2/3 Square	6" x 8"
1/2 Vertical	4" x 10"
1/2 Horizontal	8 ¹ / ₈ " x 5"
1/3 Vertical	4" x 7 ¹ / ₂ "
1/3 Square	6" x 5"
1/4 Vertical	1 ⁷ / ₈ " x 10"
1/4 Square	4" x 5"
1/6 Vertical	1 ⁷ / ₈ " x 5"
1/6 Horizontal	4" x 2 ¹ / ₂ "

Standard Column Widths

1 column: 1⁷/₈" • 2 columns: 4" • 3 columns: 6"
4 columns: 8¹/₈" • 5 columns: 10¹/₈"

Supplements

Ad Size	Dimensions
Magazine Size	Trim size: 8" x 10 ³ / ₄ " Live area (non-bleed): 7 ¹ / ₄ " x 10" Bleed size: 8 ¹ / ₄ " x 11"
1/2 Vertical	3 ³ / ₈ " x 10"
1/2 Horizontal	7" x 4 ⁷ / ₈ "
1/2 Island	4 ¹ / ₂ " x 7 ¹ / ₂ "
1/4 Page	3 ³ / ₈ " x 4 ⁷ / ₈ "

Please contact your sales representative for issue dates and deadlines.

HVACR Directory

Ad Size	Dimensions
Full Page Size	Trim size: 5 ¹ / ₄ " x 8 ¹ / ₂ " Live area (non-bleed): 4 ³ / ₄ " x 8 ¹ / ₄ " Bleed size: 5 ¹ / ₂ " x 8 ³ / ₄ "
2/3 Horizontal	4 ⁵ / ₈ " x 5 ¹ / ₂ "
2/3 Vertical	3" x 7 ¹ / ₂ "
1/2 Page	4 ⁵ / ₈ " x 3 ⁵ / ₈ "
1/3 Page	3" x 4"
1/4 Horizontal	4 ⁵ / ₈ " x 1 ³ / ₄ "
1/4 Vertical	1 ³ / ₈ " x 5"

Please contact Mary Wray for more information relating to Directory sizes and deadlines.

Production & Sales Staff

Carrie L. Cypert
Production Manager
248-786-1688 • Fax: 248-502-1020
cypertc@bnpmedia.com

Dwain Holmgren
Central Advertising Manager
219-926-5173 • Fax: 219-926-5915
dwainholmgren@achrnews.com

Michael O'Callaghan
Southwest/Western Advertising Manager
770-967-9413 • Fax: 248-502-2105
michaelocallaghan@achrnews.com

Mary Wray
HVACR Directory Publisher
248-244-6488 • Fax: 248-244-3920
wraym@bnpmedia.com

Felipe Arias
Eastern Advertising Manager
864-288-2231 • Fax: 248-502-1083
felipearias@achrnews.com

Kathy Janes
Business Development Manager
248-244-6457 • Fax: 248-244-3927
kathyjanes@achrnews.com