

# **Mechanical Specifications**

### Printing

Web offset to SWOP standards Color rotation: K-C-M-Y

## **Binding Method**

Perfect bound

#### Live Area

All type and live matter should be at least .25" from trim and gutter on each page

### Storage of Materials

All materials will be discarded 12 months after last use by the publisher unless otherwise advised in writing by advertiser or agency

### Junior Spreads

Ad Size: 17.5" X 5.75" Add .125" bleed to Left, Right and Foot

Trim Size: 17.5" X 5.75"

### **Furnished Materials**

- Required materials: TIFF-IT/P1 or PDF X-1a files are preferred, generated using SME's Digital PDF Tech Notes. PDF Tech Notes are available at www.sme.org/advertising or by contacting SME Production at 313.425.3479.
- Proofs: ads must be accompanied by SWOP-certified proofs (10th edition — 2005)
- Screen: 133 lines/inch
- Four-color materials: The density of ink coverage should be no greater than 280% for all 4-color advertisements. Publisher and printer are not responsible for errors in keying.
- Submit furnished materials to SME's FTP site whenever possible.

For best results, supplied PDFs should contain embedded fonts in their native vector format. Outlining of fonts is not necessary.

### Matched PMS Colors

Advertisers requiring matched PMS or spot color must specify number on their insertion order.

Advertising insert specs and quotations

Call SME Advertising & Production at 313.425.3257



Full Page **Bleed:** 9" X 11" **Trim:** 8.75" X 10.75"

Live Area: 8" X 10"



2/3 Page

**Ad Size:** 5.125" X 10.25"

Bleed: Ø\* Trim: None



Island 1/2 Page

**Ad Size:** 5.125" X 7.625"

Bleed: ∅\* Trim: None



Horizontal 1/2 Page

**Ad Size:** 8" X 4.875"

Bleed: ∅\* Trim: None



Vertical 1/2 Page

**Ad Size:** 3.875" X 10.25" Bleed: ∅\*

Trim: None



1/4 Page

**Ad Size:** 3.875" X 4.875"

Bleed: ∅\* Trim: None



Vertical 1/3 Page

**Ad Size:** 2.625" X 10.25"

Bleed: ∅\* Trim: None



Square 1/3 Page

**Ad Size:** 5.125" X 4.875"

Bleed: ∅\* Trim: None