

# Vacuum Technology & Coating

## Ad Specifications - 2005

### MECHANICAL REQUIREMENTS:

Printed by web offset. DIGITAL FORMAT ONLY! No film accepted.

### PROOFING:

Rotation of colors: Black, cyan, magenta, yellow.

Ink proofing: R.O.P. Head to foot; Black & White Head to foot; Black/Color Head to foot; 4-Color Head to foot; Cover Head to foot.

### MEDIA:

MAC preferred, or PC formatted (*if supplied in native format, publication will reserve the right to match fonts as close as possible*):100 Mb or 250 Mb Zips, CD-ROM

### MEDIA LABELING REQUIREMENTS:

Issue Date, Advertiser, Agency Name, Contact Person, Phone Number, File Name/Number, List of Contents (required).

### DESKTOP FILE FORMATS:

Layout Application Files - QuarkXPress preferred, (4.0 and 5.0), Adobe Illustrator, Macromedia Freehand, PhotoShop, PDF -either Print optimized or Press optimized (300 dpi minimum)/Acrobat 4.0 or higher, TIFF (300 dpi minimum). **Power Point, Corel Draw or Pagemaker\* files NOT accepted.**

\* Pagemaker files WILL be accepted *ONLY* in an EPS format. True type fonts are NOT accepted due to incompatibility. VT&C reserves the right to substitute fonts if incompatible. Fonts substituted will be as close as possible to original style.

### DESKTOP ELEMENT FORMATS:

**CMYK Only** (any files submitted with RGB will be revised, VT&C cannot be responsible for color if supplied as RGB): TIFF (Images/Scans), EPS (Images/Scans), PostScript Type 1 (Fonts), EPS (Encapsulated PostScript). **True Type Faces Not Accepted due to incompatibility**

### PC FILES:

When submitting files created in PC platform, please submit as high resolution PDFs (see above or call for info). This is due to type font incompatibility. If files

are not submitted in PDF format, fonts will be substituted at the publications' discretion.

**TYPE OF PROOFS:** Film-based proof (Matchprint, Cromalin, Fuji, Signature, etc.) or High-Res Color Proof. Note: publisher-supplied mechanical layout, corrections or color proofs done at client's request will be charged back at prevailing time and material rates at publisher's discretion.

**COLOR CALIBRATION:** SWOP Standards

**DESKTOP INSTRUCTIONS:** Build pages to trim size and extend bleed beyond page edge. All elements must be placed at 100% size. Avoid rotation and cropping of images in layout program. **Include all fonts, images/scans, logos/artwork.** All images/scans must be in CMYK mode. Four-color solids should not exceed SWOP density of 300%. Supply Quark "Collect for Output" or similar reports. NO embedded photos or graphics accepted. **ADDITIONAL INSTRUCTIONS:** Supply single pages and not spreads. Single page image area should be no more than trim plus bleed.

**CONTENT AND POSITION PROOFS:** Supply hard copy proofs that match each supplied digital file. Supply composite printouts with color clearly marked. Proofs must be provided at 100% size.

**NOTE: Publisher reserves the right to adjust ad material when necessary if not submitted to proper specifications.**

**DEADLINES:**

Space: 30 days prior to publication issue (i.e. I.O. for June issue is May 1st)

Digital ad files: 10th of the month prior to publication issue (10 days after space reservation due date)

**SIZES:**

Note: All ads MUST be submitted to correct size.

Bleed Size:	8 1/8" x 11 1/8"
Trim Size:	7 7/8" x 10 7/8"
Safety:	3/8" from trim on all sides
Full Page (non-bleed)	7 x 10"
2/3 page	4 1/2 x 10"

1/2 pg island	11 1/8 x 5 1/8" Bleed
1/2 page	4 1/2 x 7 3/8"
	3 3/8 x 10" Vertical
	7 x 4 7/8" Horizontal (Live)
	7 7/8 x 5 7/16 Horizontal (Trim) plus 1/8" all around for bleed
1/3 page	2 3/16 x 10" Vertical
	4 5/8 x 4 7/8" Horizontal
1/4 page	3 1/2 x 4 7/8"

**Shipping Instructions:**

**(Material)**

**VTC**

c/o Taube/Violante, Inc.  
Attn: Production  
17 North Avenue, 2nd floor  
Norwalk, CT 06851

**(InsertionOrders/Correspondence)**

**VTC**

Attn: Dick Cowan, Publisher  
27 Walker Lane  
Weston, CT 06883

For production questions, please call production at Taube/Violante, Inc.:  
203-849-8200, Fax: 203-229-0768, e-mail: [vtc@taube-violante.com](mailto:vtc@taube-violante.com)

Thank you.