

2010 MECHANICAL SPECS

Publication Trim Size: 8" Wide x 10 3/4" Deep

DIMENSION SPECIFICATIONS

FINAL AD SIZE, NON-BLEED

(Maximum Image Area)

	Width-Inches	Depth-Inches
Spread (gutter bleed)	15	10
Full Page	7	10
2/3 Page	4 1/2	10
1/2 Page Island	4 1/2	7 1/2
1/2 Page Vertical	3 3/8	10
1/2 Page Horizontal	7	4 7/8
1/3 Page Vertical	2 1/4	10
1/3 Page Square	4 1/2	4 7/8
1/4 Page	3 3/8	4 7/8

We've clarified the ad specs in question....

FINAL TRIM SIZE, BLEED ADS ONLY

(Please add 1/8" trim on ALL sides for bleed)

	Width-Inches	Depth-Inches
Spread (gutter bleed)	16	10 3/4
Full Page	8	10 3/4
2/3 Page	5	10 3/4
1/2 Page Island	5	7 7/8
1/2 Page Vertical	3 7/8	10 3/4
1/2 Page Horizontal	8	5 1/4
1/3 Page Vertical	2 5/8	10 3/4
1/3 Page Square	5	5 1/4
1/4 Page	3 7/8	5 1/4

For BLEED ads: please add 1/8" trim on all sides.
Live copy must be 3/16" inside the trim edge of ALL ads.

DIGITAL AD FORMATS

PDF/X-1a FILES (PREFERRED)

For more information, please visit the R.R. Donnelley web site at <http://pontiacdatacenter.rrd.com>, click on "Making a PDF" under Customer Tools

- 1) All High-resolution images and fonts must be embedded when the PDF/X-1a file is saved.
- 2) PDF/X-1a files MUST be CMYK with NO ICC color profiles.
- 3) Only use Type 1 Fonts—No TrueType fonts or Font Substitutions. **Do not use stylized text.** If you want bold or italicized text make sure you use the proper font.
- 4) Do not create PDF/X-1a files by directly exporting them out of your application program. Use a PS file with Distiller.
- 5) All picture boxes should have a fill of none. A fill of white is not acceptable.
- 6) Place all hi-resolution files (300 dpi) in the document BEFORE making the postscript file. All hi-res should be set to 4-color (CMYK) and saved as a Photoshop eps or tif files. **RGB is NOT acceptable.**
- 7) Illustrator files should have all unused colors and brushes removed from the file. Embed all hi-res in Illustrator files. Fonts must be converted to outline in all Illustrator files. **NO A.I. Files.**
- 8) All Photoshop files should be EPS files. Flatten all images. **NO PSD files.**
- 9) Do not have any spot color in the files. Change all spot colors to process colors. Be sure all files are set to CMYK. **DO NOT USE ICC PROFILES.**
- 10) Right reading, portrait mode, 100% size, NO ROTATIONS.
- 11) Make one PDF file per page. Do not incorporate all pages into one PDF file.
- 12) Check all alignments between boxes.
- 13) Total area density should not exceed SWOP 300% TAC.
- 14) Please include standard trim, bleed and center marks in all separations. No marks should be included in the "live" image area.
- 15) Please include a SWOP approved color proof.

ADDITIONAL SOFTWARE SUPPORTED

All files that are not sent as PDF/X-1a compliant files will be converted at a rate of \$100/hour, a minimum charge of \$100.

Minimum Software Requirements:

QuarkXpress 4.11 and 5.x, 6.x
Adobe InDesign 2.0.2
Adobe Photoshop 7.0.1
Adobe Illustrator 8.01, 9.02, and 10.0.3

Please send a SWOP colored proof for all material.

WARNING! Publisher cannot be responsible for printing quality or correctness on materials submitted without a proof.

SHIPPING INSTRUCTIONS

All insertion orders, printing material and instructions should be sent to:

Christine Palmer, Production Manager
Foodservice Equipment Reports
2094 Lawson Blvd.
Gurnee, IL 60031
847/336-2049 or

Ad files can be directly uploaded to our FTP site. Please e-mail cpalmer@fermag.com once ad has been uploaded. If files are uploaded to the FTP site, an acceptable proof should still be sent to the above address.

Host: <ftp://pmtdscftp.rrd.com/GillAshton/>

User ID: gill
password: ashton

Files must be uploaded to the "From Customer" folder ONLY.

STORAGE OF PRINT MATERIALS

Discs and files will be stored for 12 months, then destroyed unless otherwise instructed by the advertiser or agency. Files submitted via the FTP site will be stored for 6 months and then discarded.