

FER PRINT AD SPECS

Publication Trim Size: 8½-in. Wide x 10¾-in. Deep
(Specs apply to FER)

BLEED ADS MUST BE SENT AT THE BLEED AD SIZE; FILES SENT AT THE FINAL TRIM SIZE ARE NOT USABLE.
ALL BLEED ADS MUST HAVE ¼-in. BLEED BEYOND TRIM WITH APPROPRIATE CROP MARKS.
LIVE COPY MUST BE ¼-in. INSIDE THE FINAL TRIM EDGE OF ALL ADS.

ATTENTION!!! All files must be sent as high-resolution, CMYK PDF/x-1a 2001 files.
DO NOT USE Spot, Pantone, LAB, RGB or ICC color profiles in the ad.

AD UNIT	NON-BLEED		BLEED		FINAL TRIM	
	Width	Height	Width	Height	Width	Height
All Measurements (In Inches, Maximum Image Area)						
Spread	16	10	17¼	11	17	10¾
Full Page	7½	10	8¾	11	8½	10¾
½ Page	5	10	5¾	11	5½	10¾
½ Page Island	5	7½	5¾	8⅛	5½	7⅞
½ Page Vertical	3⅝	10	4⅜	11	4⅛	10¾
½ Page Horizontal	7½	4⅞	8¾	5½	8½	5¼
⅓ Page Vertical	2½	10	3	11	2¾	10¾
⅓ Page Square	5	4⅞	5¾	5½	5½	5¼
¼ Page	3⅝	4⅞	4⅜	5½	4⅛	5¼

DIGITAL AD FORMATS

PDF/X-1a FILES (PREFERRED)

For more information, please visit <http://www.lsc.com/prepress/prepare-for-magazine-printing>.

- 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-res 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.

Software Requirements:

- Adobe InDesign
- Adobe Photoshop
- Adobe Illustrator

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.

SUBMITTING MATERIALS:

Send insertion orders and ad material to Christine Palmer, Production Manager, *Foodservice Equipment Reports*, at cpalmer@fermag.com.
For questions, call Christine at 847/648-0059.

STORAGE OF MATERIALS

Files submitted are stored for 1 year and then discarded.





**NOTE
NEW SIZE!**

Focus On Healthcare Foodservice

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AD UNIT	NON-BLEED		BLEED		FINAL TRIM	
	Width	Height	Width	Height	Width	Height
All Measurements (In Inches, Maximum Image Area)						
Full Page	7½	10	8¾	11	8½	10¾
½ Page Horizontal	7½	4⅞	8¾	5½	8½	5¼
½ Page Vertical	3⅝	10	4⅞	11	4⅞	10¾

Please keep all live copy ⅜-in. from edge of FINAL trim size.
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Focus On Specifying Supplies

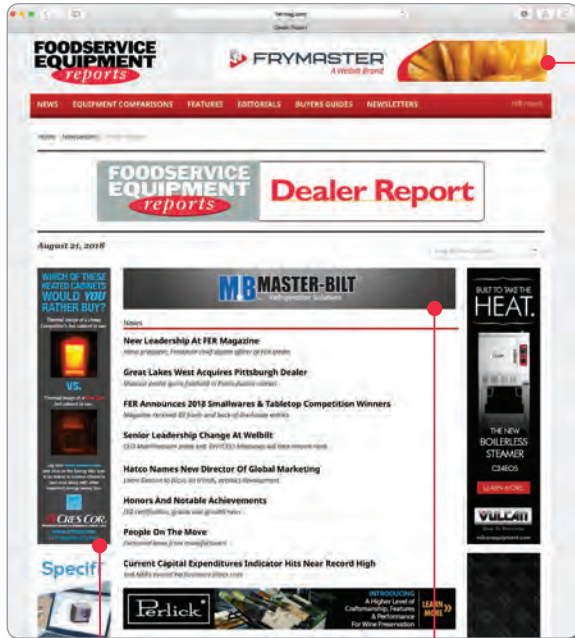
PRINT AD SPECS Publication Trim Size: 8-in. Wide x 10¼-in. Deep

AD UNIT	NON-BLEED		BLEED		FINAL TRIM	
	Width	Height	Width	Height	Width	Height
All Measurements (In Inches, Maximum Image Area)						
Full Page	7	9¼	8¼	10½	8	10¼
½ Page Horizontal	7	4⅞	8¼	5⅜	8	5¼
½ Page Vertical	3½	9¼	4¼	10½	4	10¼

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For more information on specifications, please contact Christine Palmer at cpalmer@fermag.com.

FER WEBSITE AND E-NEWSLETTER AD SPECS



WEBSITE

Fermag.com

E-NEWSLETTERS

FER Fortnightly News Report

FER Dealer Report

FER Worldwide Report

FER e-Product News

FER Maintenance & Service Report

AD

Leader Board & Footer Board: 728 points X 90 points

Side Square: 300 points X 250 points

E-NEWSLETTER AD SPECS

Leader Board: 728 points X 90 points

Section Heading: 728 points x 90 points

Skyscraper: 160 points X 600 points

All ads conform to Interactive Advertising Bureau (IAB) standard sizes.

TESTIMONIAL

CLIF GEISLER

*Director of Operations,
Topgolf, Inc.*



"I have been an avid fan of *Foodservice Equipment Reports* for many years. I have always counted on the magazine and the *FER MUFES* conference to help me stay on the cutting edge. Whenever I'm asked by others how I stay current with equipment innovation and facility design trends, I always refer them to *FER* as their best resource."