

PRINT AD SPECIFICATIONS

INSIDE **SUPPLYMANAGEMENT**

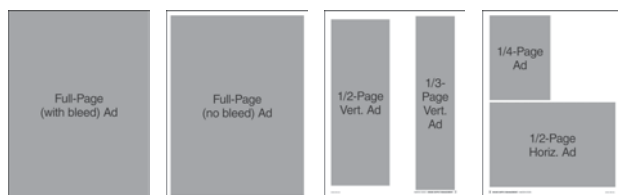
Supply **IN** Demand
your career in supply management

1. Publication Specifications

Printed: Web offset, saddlestitch

Trim size: 8.125" (20.6cm) x 10.875" (27.6cm)

2. Ad Dimensions



2-Page Spread Bleed

16.5" (41.91cm) X 11.125" (28.25cm)
[live area 15.75" (40cm) X 10.375" (26.4cm)]

2-Page Spread

15.75" (40cm) X 10.375" (26.35cm)
[live area 15.25" (38.7cm) X 9.875" (25.1cm)]

Full-Page Bleed

8.375" (21.27cm) X 11.125" (28.25cm)
[live area 7.625" (19.4cm) X 10.375" (26.4cm)]

Full-Page

7.625" (19.4cm) X 10.375" (26.35cm)
[live area 7.125" (18.1cm) X 9.875" (25.1cm)]



1/2-Page (vertical)

3.375" (8.5cm) X 9.5625" (24.2cm)

1/2-Page (horizontal)

7.25" (18.4cm) X 4.875" (12.4cm)

1/3-Page (vertical)

2.25" (5.7cm) X 10" (25.4cm)

1/4-Page

3.5" (8.9cm) X 4.875" (12.4cm)

- Crop marks for full-page ads should be at trim size [8.125" (20.6cm) X 10.875" (27.6cm)].
- Bleed ads should extend beyond crop marks by 1/8" (0.32cm) on all sides.
- Vital live matter should be at least 1/4" (0.64cm) inset from crop marks (trim edges).

For questions regarding ad specifications, contact:

Frances Hernandez — Senior Production Coordinator

Phone: +1 480/752-6276, extension 3022

Email: fhernandez@ism.ws

3. Color Modes

• 4C (CMYK) Process

Additional charges apply to convert Pantone (PMS) colors to CMYK.

• Pantone (PMS)

Additional charges apply for PMS color requests.

Please contact the ISM Sales Department for pricing.

4. Formats and Software Applications Accepted

a. PDF File Format (preferred)

- All fonts must be embedded in files.
- All art files must be placed at 100% and resolution set at 300 dpi.
- PDF resolution must be set at 300 dpi; overall 2400 lpi.

b. Native layout files in **Adobe InDesign CS5** or **Quark Xpress up to version 7**.

If submitting native layout files, please adhere to the following:

- Postscript and Open-Type fonts only. NO True Type.
- All screen and printer fonts must be supplied.
- All artwork/photos must be supplied at 100% of placed size with resolution set at 300 dpi.

c. **Adobe Photoshop up to version CS5** — EPS, TIFF and native files. (If supplying native files, all printer and screen fonts must be supplied unless they have been rasterized.)

d. **Adobe Illustrator up to version CS5** — EPS and native files. If supplying native files with embedded artwork/photos, they must be supplied as well as all printer and screen fonts. If fonts have been converted to outline, they do not need to be supplied.

5. File Formats Accepted for Logos

- Vector EPS preferred; no GIF files
- Adobe Illustrator up to version CS5 (All printer and screen fonts must be supplied unless they have been converted to outline.)
- 4C (CMYK) or Grayscale (No RGB files)
- Macromedia Freehand up to version 10
- Adobe Photoshop saved as:
 - EPS or TIFF
 - Resolution set at 300 dpi
 - All printer and screen fonts must be supplied unless they have been rasterized.

Sending Ad Files

• **Via web file transfer:**

<https://secure.ism.ws/ismfiletransfer/fileuploadForm.cfm>
Follow directions given on website; all information and file format requests are important to ensure your files do not become corrupt during transfer.

• **Via USPS/UPS/FedEx:**

Media Accepted: CDs (Unless requested, media supplied will not be returned.)

Ship to: ISM

Attention: ISM Sales Department

2055 E. Centennial Circle

Tempe, AZ 85285-2160