

# Annual Guide Specifications

## Publication Specifications

Meetings West Guide  
Meetings South Guide  
Meetings East Guide  
Meetings MidAmerica Guide

**Trim size:** 8 1/8" x 10 7/8"  
**Live area:** 7 1/8" x 10"  
3 columns per page  
Perfect Bound

AD SIZE	NON-BLEED (W x H)	BLEED (W x H)
Full Page	7 1/8" x 10"	8 3/8" x 11 1/8"
2/3 Page	4 5/8" x 10"	N/A
1/2 Page Horiz.	7 1/8" x 4 7/8"	8 3/8" x 5 9/16"
1/2 Page Island	4 5/8" x 7 1/2"	N/A
1/3 Page Square	4 5/8" x 4 7/8"	N/A
1/3 Page Vertical	2 1/4" x 10"	N/A
1/6 Page Horiz.	4 5/8" x 2 1/2"	N/A
1/6 Page Vertical	2 1/4" x 4 7/8"	N/A
2 Page Spread	15 1/4" x 10"	16 1/2" x 11 1/8"
1/2 Page Spread	15 1/4" x 4 7/8"	16 1/2" x 5 9/16"

## Production Contact

production@meetingsmedia.com  
**p.** 319.364.6167 **f.** 319.364.4278

**Production Charges:** Advertising rates are based on receipt of finished, press-ready artwork. The Production Department will contact the responsible party if additional preparation of the files is required. Every effort will be made to contact the responsible party within a reasonable amount of time to re-submit the artwork before our deadlines. Additional preparation of the ad by our Production Department will be billed to the responsible party.



615 5th St. S.E.  
Cedar Rapids, IA 52401  
**p.** 319.364.6167 **f.** 319.364.4278  
www.meetingsmedia.com  
www.meetingsfocus.com

## Digital Requirements

**Media:** CD, CD-R, DVD, or DVD-R.

**File Transfer:** For file transfer site access (the preferred file transfer method), contact production@meetingsmedia.com.

**Software:** Our production department is Mac-based and uses computer-to-plate technology. We prefer press-ready PDF-X1a files (file must include bleed, trim marks and exact trim size: 8 1/8" x 10 7/8").

We also accept native files created with the following software:

- Adobe InDesign
- Adobe Photoshop
- Adobe Illustrator

**Images:** Photographic images must meet the following guidelines:

**Resolution:** 300dpi

**Color mode:** CMYK or Grayscale (convert all RGB images to CMYK). Pantone (PMS) colors will be converted to CMYK and we will not be held responsible for color shifts due to conversion.

**File formats:** TIFF (Image Compression: None; Byte Order: IBM PC) or EPS (save Encoding as Binary, not as ASCII or JPEG). Low-res JPEG files will NOT be accepted.

**Fonts:** Use only Mac postscript fonts in your document. Do not use TrueType fonts. If your document was created using PC fonts, they will need to be substituted for Mac postscript fonts. If your document was created in an illustration program, please convert all fonts to paths to avoid font conflicts.

**Trapping:** All items in the document must be trapped to fit. We DO NOT provide trapping, and will not be responsible for undesirable results due to improper trapping.

## Mechanical Requirements

**Printing Material:** We use computer-to-plate technology, therefore, a \$250 flat fee will be charged for any film negatives submitted.

**Printing:** Web Offset.

**Binding:** Perfect (glued).

**Color:** Black and White, 2-Color and 4-Color Screen: 200 lpi (stochastic).

**4-color Density:** Maximum 300%. Provided only one color is solid.

**Inking:** Use Specifications for Web Offset on 50-60 lb. Machine Coated.

**Rotation of Colors:** Black, cyan, magenta, yellow – Web.

**Proofs:** A color proof of your ad is recommended. Publisher cannot guarantee reproduction of ads without a SWOP industry standard proof. Proofs should be output at 100%. Digital proofs and laser prints are not considered accurate in color and will be treated as "content verification only" proofs. A digital proof must accompany all ad files uploaded to our FTP site. A SWOP standard proof should also be sent in the mail. A list of SWOP-certified proofing systems can be found at [www.swop.org](http://www.swop.org).

**Material Storage:** Printing material will be stored for 12 months and then destroyed unless advised otherwise.