

Advertising Specifications & Mechanical Requirements For KHL GROUP — POWER DIVISION

Publishers Of: Diesel Progress, COMPRESSORTECH²,
COMPRESSORTECH² Sourcing Supplement and Power Sourcing Guide

Please follow these specifications closely to ensure the highest quality advertisement possible.

Failure to meet these specifications could delay production deadlines and advertiser may incur production charges.

Supported Formats

PDF Documents

(Acrobat X or earlier)

- Must have 300 dpi resolution
- All fonts embedded
- All document security turned off
- No passwords
- Accepted InDesign PDFs from InDesign CC2017 and earlier. Please download PDF presets from AdShuttle.
- All graphics MUST BE CMYK or grayscale (No RGB)
 - NO COMPRESSION
 - NO ICC PROFILES

Page Layout Programs

Preferred Program

InDesign CC2017 or earlier

- In File menu select "Package" to extract document and artwork
- Make sure page documents and artwork are created in CMYK color mode.
- Make sure all fonts used are included.
- Make sure all images used (vector and raster) are included.

QuarkXpress 8.5 or earlier

- Use "collect for output" function to extract document and artwork
- Select *Layout, Linked Pictures, Printer Fonts and Screen Fonts*

Graphic Programs

Photoshop CC2017 or earlier

- Save images as CMYK
 - 300 dpi at 100%
 - Photoshop EPS or TIFF format
 - When saving Photoshop EPS images
 - Deselect *Use Proof Setup and Embed Color Profile*
 - Photoshop EPS Options
 - Preview: Macintosh (8 bits/pixel)
 - Encoding: Binary
 - All other options deselected
- Please note: Clipping paths should have a flatness of 1
- When saving TIFF images
 - Deselect *Embed Color Profile*
 - Image Compression: None
 - Pixel Order: Interleaved (RGBRGB)
 - Byte Order: Macintosh

Illustrator CC2017 or earlier

- Save images as CMYK
- Include all fonts and native files
- EPS images must have
 - Preview Format: TIFF (8-bit color), Select *Transparent*
 - Fonts: Select *Embed Fonts*
 - Options: Select *Include Linked Files*
 - Adobe Postscript®: LanguageLevel 2

Material Requirements

Send all materials used to create the advertisement. The "registration" option must be selected when printing so that the file prints with crop marks, bleed, file name, date and time.

- All postscript screen and printer FONTS must be provided. Missing fonts may result in reflow, bad breaks and/or missing text. Do not use bold or italic attributes from the style menu.
- All images and graphics must have a resolution of 300 DPI at 100%.
- All images and graphics must be in CMYK or Grayscale color mode. RGB images or graphics are not acceptable. All images/graphics must be sent.
- Small black type must not be 4-COLOR. Black type must consist of black ink only. Grayscale type must be a percentage of black ink only. Publisher reserves the right to change advertiser's file to meet this requirement. The use of ultrathin fonts or type smaller than 5 pt is not recommended.
- All solid areas of black (excluding type) to be printed must be set up as RICH BLACK, which is defined as 50% Cyan, 40% Magenta, 30% Yellow and 100% Black. Publisher reserves the right to change advertiser's file to meet this requirement.
- DENSITY of all colors combined in a single area should not exceed 300%.
- Color advertisements must be accompanied by a COLOR PROOF. A medium-resolution .tif or .jpg is acceptable to check layout and line breaks. If color is critical, a SWOP-certified proof is required. Correct color values must be present in the digital files. If a SWOP-certified proof is not submitted, the color reproduction of the ad will be based on industry standard best practices to achieve as accurate color as possible from the submitted digital file.
- Materials are kept on file a minimum of two years. Request verification before issuing PICKUP Instructions from earlier issues.

Publisher refuses responsibility of printed ad if requirements are not followed.

Shipping Information

Please send materials to:

Advertising Manager – Include *Publication Name*
KHL Group
20855 Watertown Road, Suite 220
Waukesha, WI 53186-1873, USA
Phone: +1-262-754-4100

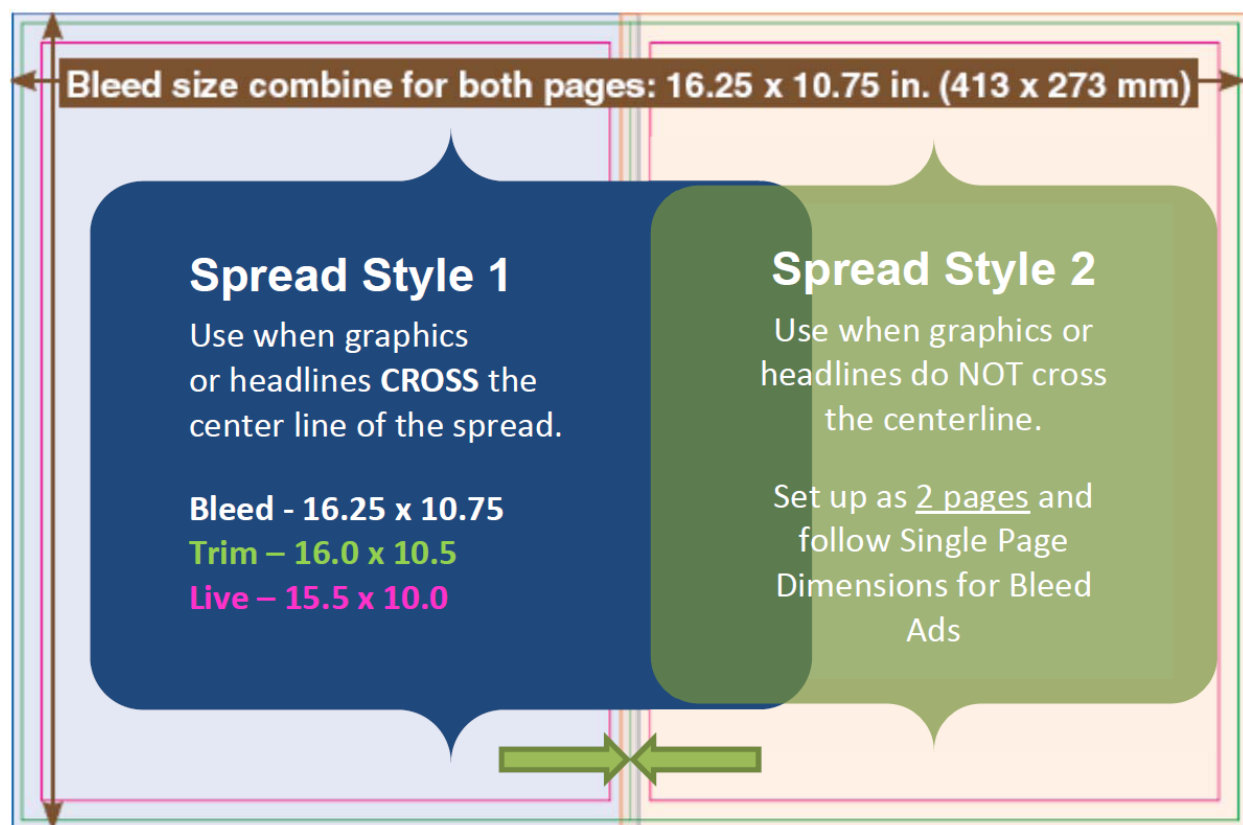
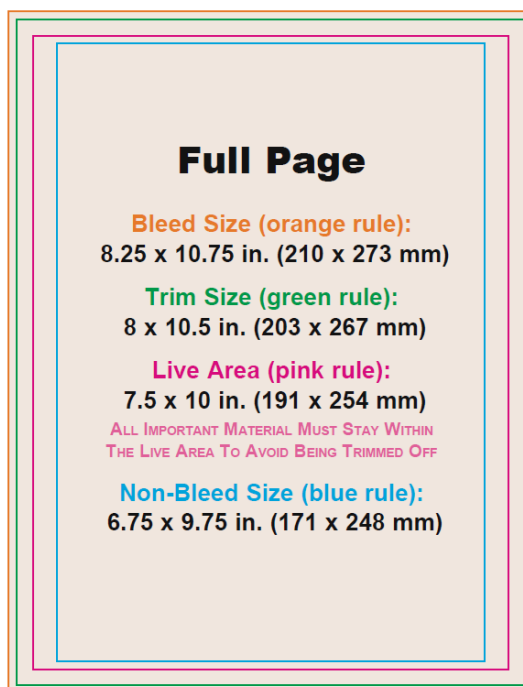
E-Delivery Information

Email files to: production@khl.com

For FTP information: call +1 262-754-4100

(continued) Advertising Specifications & Mechanical Requirements For POWER SOURCING GUIDE

Publication trim size is 8 x 10.5 in. (203 x 267 mm). Keep live material at least 0.25 in. (6 mm) from trim edges.
With live material close to the gutter or spine, make sure it is kept 0.375 in. (10 mm) away from trim edge.



Use **Spread Style 1** when graphics (distinctive background or product images) are placed across the center of the layout. Use **Spread Style 2** when images do not cross the center or when images break at the center of the spread – two items touching but dissimilar; Items that are reflective (See Arrows); Or images that should go into the gutter of the book but not come out on the other page.

Web Ads for www.powersourcingguide.com

Package 3 – 8 Advertisers and all Tab/Cover Sponsors receive web advertising space on www.powersourcingguide.com as part of their advertising package.

All ads are .gif, .png or .jpg.

Include web link.

Third-party Ads accepted but tracking is not available. Supply code.

Package 3 or 4 – 3:1 Button Ad; 300 px wide by 100 px high

Package 5 or 6 – Medium Rectangle Ad; 300 px wide x 250 px high

Package 7 or 8 – 3:1 Button Ad and *either* a Medium Rectangle Ad
or a 728 x 90 Leaderboard (728 wide x 90 high)

Tab Sponsor – 800 x 155 pop-up header* *plus* a Medium Rectangle Ad on home page and run-of-site.

* Pop-up header is a section branding header. It will link to section landing page only. Include “Click Here” button in artwork

Cover Advertiser – 728 x 90 Leaderboard on home page and run-of-site

Home Page Ads - Exclusive For Tab and Cover Sponsors
