

Advertising Specifications & Mechanical Requirements For POWER SOURCING GUIDE AND COMPRESSORTECH² 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 Page Layout Programs

Preferred Program

InDesign 2023 or earlier

- In File menu select "Package" to extract document and artwork
- Select *Copy Fonts (Except CJK)*
- Select *Copy Linked Graphics*
- Select *Update Graphic Links In Package*

QuarkXpress 8.5 or earlier

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

Supported Graphic Programs

Photoshop CS5 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 deselectedPlease note: Clipping paths should have a flatness of 1
- When saving TIFF images
Deselect *Embed Color Profile*
 - Image Compression: None
 - Pixel Order: Interleaved (RGRGB)
 - Byte Order: Macintosh

Illustrator CS5 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

Other Supported Format

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 CS5 and earlier. Please request PDF presets.
- All graphics MUST BE CMYK or grayscale (No RGB)
 - NO COMPRESSION
 - NO ICC PROFILES

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 media should be labeled with the advertiser and/or agency name, contact name and phone number. If sending CD, DVD or USB flash drive, a printed directory of each disc's content should also be included.

- All postscript screen and printer FONTS must be provided. Any 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 Digital Matchprint color proof is required. Correct color values must be present in the digital files.
- 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:

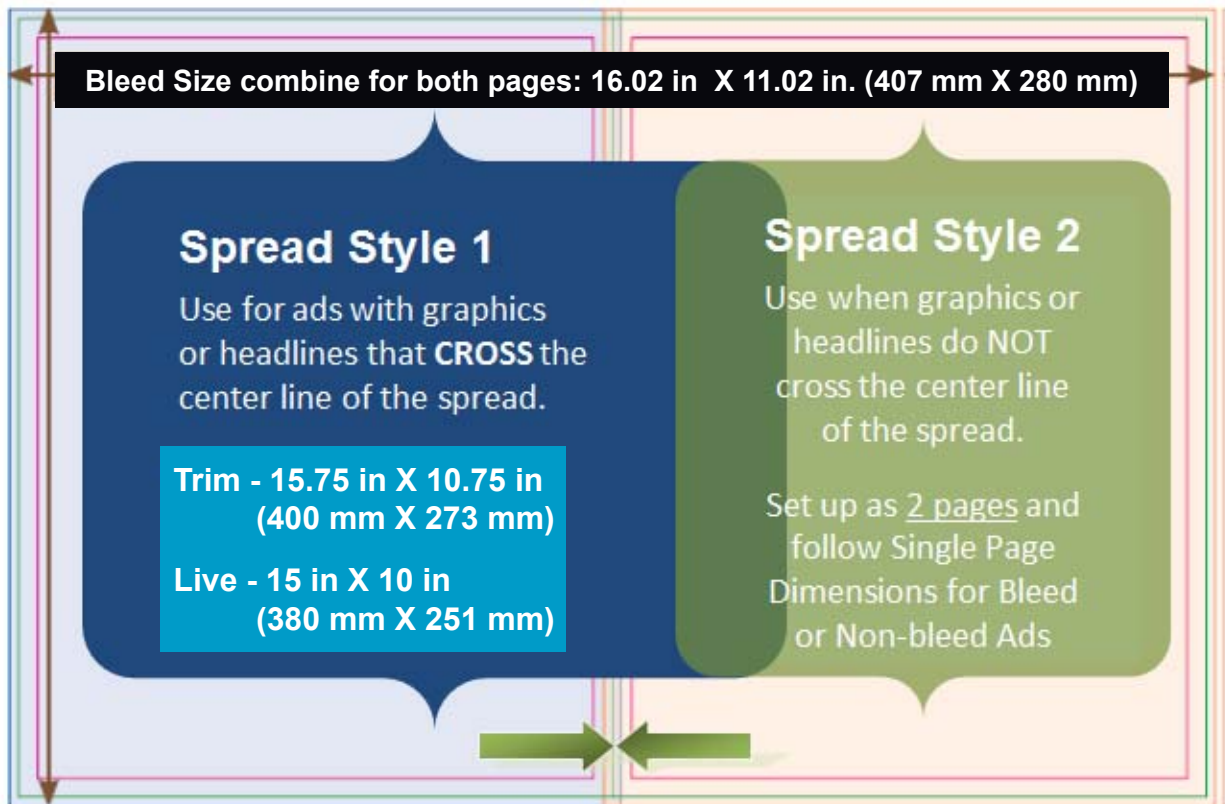
Brenda Burbach – Power Sourcing Guide
KHL America
20855 Watertown Road, Suite 220
Waukesha, WI 53186-1873, U.S.A.
Phone: +1-262-754-4130

FTP Information

Call for current +1-262-754-4100

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

Publication trim size is 7.875 x 10.75 in. (200 x 273 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

Tier 2 – 4 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.

Tier 2 – 3:1 Button Ad; 300 px wide by 100 px high

Tier 3 – Medium Rectangle Ad; 300 px wide x 250 px high

Tier 4 – 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 branding header. It will link to section landing page only.

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

Home Page Ads - Exclusive For Tab and Cover Sponsors
