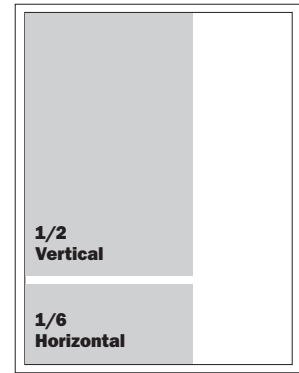
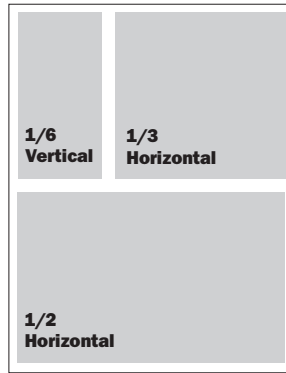
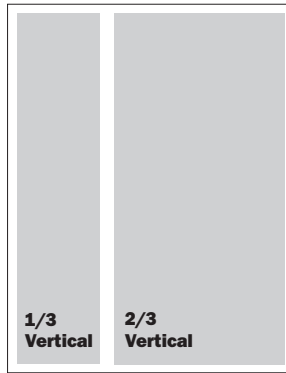
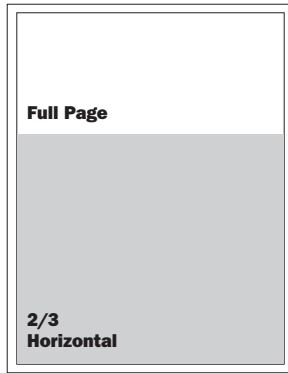


# Mechanical REQUIREMENTS



## Ad Dimensions

**Standard Size** Allows for 7/16" white space from trim.

**Trim Size** All live matter (anything that cannot be trimmed off) must be 1/4" in from the trim. Background images or borders on the trim must bleed out 1/8" beyond trim.

**Bleed** If a partial ad requires a bleed please submit a request to Kathryn Lavey or your sales representative prior to ad submission.

**A late charge** of \$25.00 will accrue daily for ads and/or materials received after the production deadline.

**A certified color proof** is required for all color advertisements (refer to list below).

SIZE		WIDTH	HEIGHT
<b>Two-page Spread</b>	Standard Size	15 3/8"	10"
	Trim Size	16 1/4"	10 7/8"
<b>Full Page</b>	Standard Size	7 1/4"	10"
	Trim Size	8 1/8"	10 7/8"
<b>2/3 Vertical (2 Cols.)</b>		4 5/8"	10"
<b>2/3 Horizontal</b>		7 1/4"	6 7/16"
<b>1/2 Horizontal</b>		7 1/4"	4 7/8"
<b>1/3 Vertical</b>		2 1/4"	10"
<b>1/2 Vertical</b>		4 5/8"	7 3/8"
<b>1/3 Horizontal</b>		4 5/8"	4 7/8"
<b>1/4 Co-op</b>		3 1/2"	4 1/2"
<b>1/6 Vertical</b>		2 1/4"	4 7/8"
<b>1/6 Horizontal</b>		4 5/8"	2 3/8"

## Printing Process: Web Offset

**Publication Trim and Bleed Specifications:** Keep all live matter a minimum of 1/4" in from trim. Trim marks should be offset by 12 pts. Bleed must extend 1/8" out from trim.

**Line Screen:** 133-line screen. Dot size 5% to 95%.

**Density:** Overall printing density of all colors should be between 300-320%.

**Electronic Ads:** All ads must be submitted digitally. Hi-res PDF files are accepted if they are exported as CMYK using the "Press Quality" setting with all fonts and images embedded/linked. If created in Quark, disable OPI prior to exporting.

**Software we support:** Quark Xpress, Adobe InDesign, Adobe Photoshop, Adobe Illustrator.

### **NOTE: YOU ARE REQUIRED TO PROVIDE A HARD-COPY PRINTOUT OF THE AD FOR QUALITY ASSURANCE PURPOSES.**

If you have difficulty sending an ad and require technical assistance, please contact Kathryn Lavey at (414) 287-4385 or Kathryn.Lavey@milwaukeeemagazine.com. If you wish to check the status of an ad you have submitted electronically, please contact your *Milwaukee Magazine* sales representative.

**We Accept:** CDs, DVDs, or Flash Drives

**The Internet:** Files may be submitted via our ftp site, using ftp software. For Mac, use Cyberduck or an equivalent ftp program. For Windows, please use WS\_FTP or an equivalent program. Type in the following:

Server: ftp.qg.com

Username: in\_milmag

Password: milwaukee

Path: /INCOMING/MILWAUKEE\_MAGAZINE

**Fonts:** All printer fonts and screen fonts must be provided.

**Milwaukee** | **milwaukee**  
MAGAZINE | magazine.com

phone: (414) 273-1101 | fax: (414) 287-4373



**Please provide fonts for page layout files as well as graphics unless you've saved any type in an image file as outlines. We do not accept True Type fonts.**

**Graphics and Photos:** High-resolution electronic scans must be provided. Save graphics files as TIFF or EPS files. Save color photos in CMYK format. All images provided on disks must be in CMYK format and color corrected. We are not responsible for color on RGB files that must be converted to CMYK.

**Return of Artwork:** Floppy disks and CDs are not returned unless specifically requested. All other disks or artwork (photos, transparencies, slides, line art, etc.) must be labeled with return address and contact name to ensure delivery.

**Ad Archiving and Retrieval:** We archive all electronic ads for a period of 18 months. Advertisers may request that an ad be copied to disk for a charge of \$10 per color. If the advertiser is unable to supply a disk, we will supply a CD for an additional charge of \$10.00.

**Color proofs we accept:** Only SWOP (Specifications for Web Offset Publications) Certified proofs on publication grade stock can be used as a color proof for press. **Certified color proofs include:** Dupont Digital WaterProof AX4, Imation Rainbow 4700, Imation Matchprint Laser Proof, IrisPRO SWOP, Kodak Approval, Polaroid PolaProof, Agfa Pressmatch Dry Negative, Agfa Pressmatch Aqueous Negative, DuPont WaterProof, Fuji Color-Art Systems CR-T4 SWOP, and Imation SWOP Matchprint (positive and negative).

**NOTE:** Certified color proofs (listed above) must be provided for all color advertisements. **A color inkjet or color laser printout is not acceptable as a certified color proof.** If requested, a certified color proof can be provided. Epson color proofs are \$70; Kodak Approvals are \$95.

In-House Ad Production: Production services are available in our office. All supplied artwork must be provided as original photographs (prints or transparencies) or illustrations. Estimates furnished upon request. Changes to new and existing ads will be subject to production charges billed back to the customer. Production charges are in addition to space rate.

**Digital-Ready/Agency Discount:** Ads provided digital-ready (**electronic ads provided in accordance with mechanical requirements**) will receive a 15% discount off the gross space rate if affiliated with recognized Agency of record. Ads produced in-house are not eligible for digital-ready discount. PMS: Customers may request PMS ink, metallic ink or fifth color at an additional charge. Submit sample for quote.

### **Digital-Ready Advertisements**

A 15% discount is given to advertisers who present us with digital-ready advertisements. Our responsibility with regard to digital-ready advertisements is that they be preflighted (that is, checked to ensure that all elements are present and in the correct format and resolution) and processed along with other page files. With a digital-ready ad, our responsibility is to make sure the materials are technically correct and that the placement of the ad in the issue is correct. The aesthetic qualities of the ad are the responsibility of the designer or

agency to the advertiser since they are usually compensated for their services. Since the designer or agency is taking on this responsibility, they are afforded the discount.

As a service to our advertisers and with regard to tight deadlines, we can make a type change or font substitution to a digitally ready ad after it has been submitted to us. There is a \$25.00 charge for this service, or the agency or designer submitting the ad can re-submit their materials with the change provided it is done without jeopardizing our production deadlines. If an advertiser, agency or designer wishes to make changes after we begin sending final files to Quad/Graphics, they will be subject to the additional \$80.00 charge to reprocess the file.

Many of the designers and agencies we deal with are small or home-based businesses. Often we identify problems with files that are submitted to us. We then notify the sales person who contacts the person responsible for submitting the ad. While some agencies and designers opt to try to correct the problems themselves so as not to incur further charges, quite often they ask for our help. Some of the services we can provide if needed are scanning, color correction, design and resizing.

With the only exception being the simple type correction or font substitution described above (for which there is a \$25.00 charge), all of these services technically void the digital-ready status of the ad since the liability reverts from the agency or designer to Milwaukee Magazine. At the time that any of the aforementioned services are requested, the status of the ad changes and the files are transferred from the production manager to the advertising designer. The advertising designer will begin to keep track of the charges incurred from that point forward, as with any other in-house design.

It is very important that we designate the difference between a true digital-ready ad and one for which we are taking on additional liability and risk and in some cases a considerable amount of time and effort. We are very much interested in providing the best service available to our clients and will be happy to address any of your questions or concerns to the best of our abilities. Please do not hesitate to contact our designer, Chelsea Fischer, at (414) 287-4344.