

## Mechanical Requirements

AD SIZE	NON-BLEED (W x H)	BLEED (W x H)
Full Page	8" x 9 7/8"	9 1/4" x 11 1/8"
1/2 Page (Island)	5 1/2" x 7 5/8"	N/A
1/2 Page (Horizontal)	8" x 4 3/4"	9 1/4" x 5 3/8"
1/2 Page (Vertical)	4" x 10"	4 1/2" x 11 1/8"
1/4 Page (Square)	4" x 4 3/4"	N/A
1/3 Page (Square)	5 3/8" x 4 7/8"	N/A
1/3 Page (Vertical)	2 3/4" x 10"	N/A
1/6 Page (Horizontal)	5 3/8" x 2 1/2"	N/A
1/6 Page (Vertical)	2 1/2" x 5 3/8"	N/A
2 Page Spread*	17 1/2" x 9 7/8"	18 1/2" x 11 1/8"
1/2 Page Spread	17 1/2" x 4 7/8"	18 1/2" x 5 3/8"

### SPECS:

- **Trim Size:** 9" x 10 7/8"
- **Binding:** Perfect
- **Printing:** 4-color offset web

### FREQUENCY:

- 9 issues distributed per year
- Supplements: 3 Annually

**Bleed trim:** 1/8" on all sides

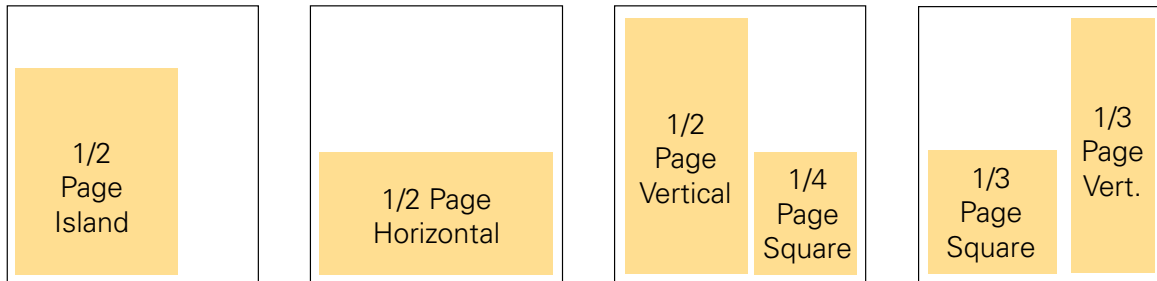
**Live area:** 1/2" on all sides  
(equal to non-bleed dimensions)

### FILE TRANSMISSION

1. Click on <https://meetingsshare.stamats.com/>
2. Username: **Meetings-Materials** | Password: **779RjFQdP9**  
(case sensitive)
3. Upload to Meetings\_Upload folder
4. Click on the **blue arrow** located at the top of the screen and follow the prompts to upload the file(s)
5. E-mail **candy.holub@meetingstoday.com** once the transfer is complete. Please include the name of your files.

\* If supplying as two single facing pages, set to the trim size (9" x 10 7/8"), with 1/8" bleed on all outside edges. No gutter bleed is required.

## Ad Sizes



## PRINT ADVERTISING & SPECIALTY ITEMS SUBMISSIONS

(Advertorials, Cover Tips, Bellybands, Inserts)

Candy Holub  
Senior Production Manager  
319.861.5025  
candy.holub@meetingstoday.com

### FILE REQUIREMENTS

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: 9" x 10 7/8").

**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.

**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.

**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.

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

### PRESS INFORMATION

**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 60 lb. Machine Coated

**Rotation of Colors:** black, cyan, magenta, yellow – Web

**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 resubmit the artwork before our deadlines. Additional preparation of the ad by our Production Department will be billed to the responsible party.