

# production

## digital advertising requirements

Digital data prepared to SWOP standards is required for ad submissions. Preferred file format is PDF/X-1a. To match the color expectations of our advertisers, Nielsen Business Media requires the PDF/X-1a file format and a SWOP proof for each ad submitted. Advertiser/agency accepts full responsibility for reproduction variations between the digital file and the printed image for ads submitted in non-preferred formats. Non-adherence to the preferred format – such as native application formats – may also necessitate production fees. Nielsen Business Media is not responsible for making corrections to supplied files.

Customer supplied digital data, supplied media and ad proofs will be retained for up to three months following publication date and then destroyed unless otherwise requested in writing.

### PDF/X-1a File Preparation

A PDF/X-1a workflow eliminates common errors in file preparation, such as missing images or incorrect color space. To create a PDF/X-1a file, the native application file is converted to a Postscript file, which is then distilled using a PDF/X-1a compliant plug-in or application such as Adobe Acrobat version 6 or higher. (Visit [www.Adobe.com](http://www.Adobe.com))

Adherence to the following guidelines in file preparation will aid in successful file conversion:

- PDF/X-1a files must be submitted as single page files. Spreads must be submitted as two single PDF/X-1a files.
- Include all high-resolution images and fonts in the native application file before conversion to Postscript. OPI selections should be turned off.

- Use only Postscript Type 1 fonts. (No TrueType or Composite fonts.) Avoid the use of type styling for font attributes such as italic, bold, etc.
- Use only SWOP-standard images in CMYK at 300 dpi with a total area density of 300%. (No RGB, PDF or JPEG images.) Do not embed ICC profiles within images.
- Set native application files in portrait mode at 100% of size with no rotations.
- Trim, bleed and center marks should be included in the file but kept outside the “live” area. Bleed must extend 1/8 beyond trim. Keep live matter 3/8 from trim edge.
- Color: 4/C ad files should be set as CMYK process colors. Spot colors (Pantone) not intended to run as such, must be converted to CMYK process prior to PDF creation. With the use of a spot color, be sure it is set as such consistently. Pantone 165C is different from 165U.
- Do not export PDF/X-1a files out of page layout applications (Quark or InDesign).
- Generation of proper PDF/X-1a files must be Postscripted and distilled through Acrobat Distiller to avoid font, transparency and layering issues.

### Proofing Requirements

A SWOP certified proof – such as Kodak Polychrome Graphics’ Digital Approval Proof – is required for all color ads. Proofs must be representative of the supplied file at actual size and display a printer’s color control bar. Alternative proofing formats will be used as content proofs only. Visit [www.swop.org](http://www.swop.org) for a complete and current list of certified proofing options.

When calling for spot color usage on press, clearly indicate such on the supplied proof.

### Support Services

For a user friendly online option, visit [www.magsend.com](http://www.magsend.com). The service provides a PDF certification process that will: Ensure file integrity; Provide technical support; Allow approval of final ad submission; Generate a SWOP certified proof; Provide delivery of ad submission to production staff.

### Media requirements

Submit a single PDF/X-1a file per advertisement on CD-ROM or DVD media in Macintosh format. Do not include multiple file formats of a single ad. Enclose a copy of the insertion order and label the media with the following:

- Magazine name
- Issue date
- Advertiser and agency name
- Production contact (name and phone number)
- File name/number

### Electronic ad submissions

We will accept electronic file transmission via FTP, provided a SWOP proof is shipped simultaneously. (Contact production manager for site access.)

E-mailed ad submissions are NOT acceptable.

### More info

For more information regarding the above specifications, contact the production manager at 646-654-7308.

## Advertising Conditions

1. All advertising is subject to Publisher’s approval. Rates, conditions and space units are subject to change without notice. Positioning requests that are not paid for are not guaranteed. Publisher may reject advertisements without liability, for any reason or no reason, including those that Publisher deems inappropriate or incompatible with its standards and those that have been previously acknowledged or accepted. Publisher may place the word “advertisement” or otherwise add or delete text to or from ads, which, in Publisher’s opinion, resemble editorial matter. Publisher does not accept cancellations after the publication closing date. Publisher may print any advertisement received before then and collect the full amount shown on the insertion order. A 15% commission will be paid to advertising agencies recognized by Publisher. No commissions will be paid on production and mechanical charges.

2. Payment terms are net 30 days after date of invoice. Publisher may apply payments from

Advertiser or its affiliates to any other debt owed to Publisher or its affiliates. Advertiser and its affiliates shall remain liable for all outstanding sums owed to Publisher and its affiliates. Advertiser will be charged interest on all past due payments at the rate of 18% per year or the highest legal rate, whichever is lower. Advertiser, its affiliates and any applicable agency are jointly and severally liable for all payments to Publisher and its affiliates. Publisher is not bound by any terms or conditions that are unwritten or that appear on order forms or copy instructions when those terms or conditions conflict with or alter any provision contained in Publisher’s rate card or its policies.

3. Advertiser and any applicable agency jointly and severally represent that they are fully authorized and licensed to use and publish (i) the names, portraits and pictures of living and dead persons, (ii) all intellectual, private and proprietary property, and (iii) all testimonials and other matter contained in any advertisement submitted by or on behalf of Advertiser, and that the advertisement is not libelous, an invasion of privacy or otherwise unlawful.

4. As part of the consideration to induce Publisher to publish advertisements, Advertiser, any applicable agency and their affiliates agree to and shall indemnify, defend and hold harmless Publisher and its affiliates from and against any and all losses, damages (including consequential, incidental, special and punitive damages), liabilities, costs, fees and expenses (including court, collection and legal fees and expenses) incurred, arising out of or related to (i) the content and publication of the advertisements and (ii) the failure of any contest related to the advertisements to comply and conform to all applicable laws, ordinances, statutes and rules.

5. Publisher’s aggregate liability to Advertiser and any third parties for any and all reasons shall not exceed the amount paid by Advertiser to Publisher for the applicable advertisement. Publisher shall have no liability in all cases resulting from events that are beyond its reasonable control. In no event shall Publisher be liable to Advertiser or any other party for consequential, incidental, special or punitive damages. Publisher is not liable for errors in pubset reader service numbers, booth lines or ad indexes.