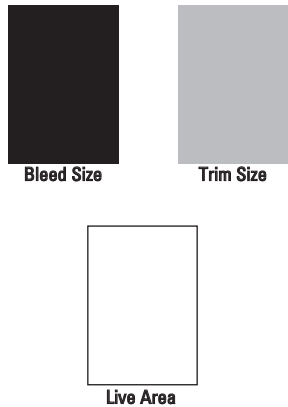
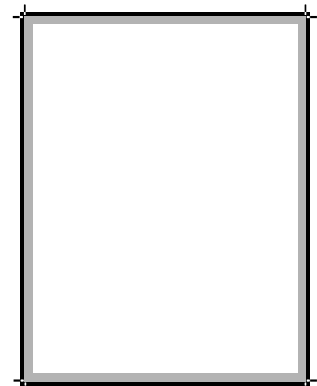


The following diagrams are designed to help you visualize how the dimensions for bleed size and live area relate to the actual page. Depending on the placement of your ad (right facing page/left facing page, top or bottom) you may want to vary the position of your live area in the design of your ad.

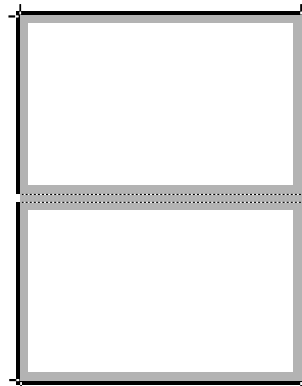
Contact MacTech if you have any questions about setting up the proper page geometry for your digital file or composed film.



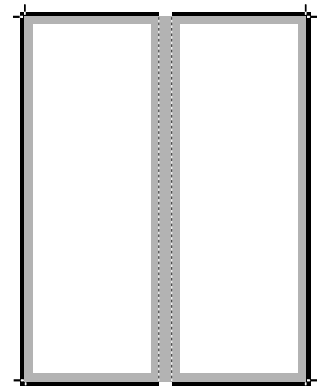
2 Page Spread Bleed



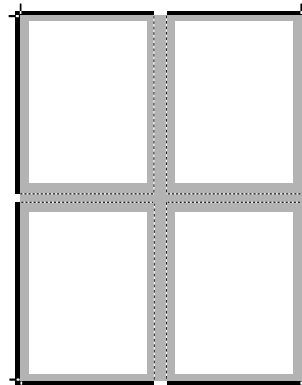
Full Page Bleed



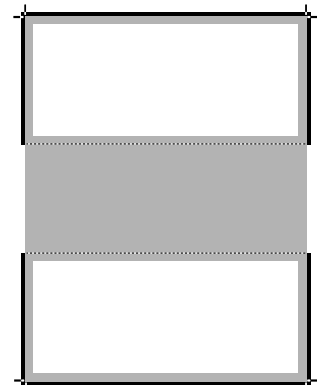
1/2 page Horiz. bleed



1/2 page Vertical bleed



1/4 page Vertical bleed



1/3 page Horiz. bleed

### Dimensions

Page Unit Sizes	Width	Depth	Live Area
2 Pg. Spread Bleed	17"	11 1/8"	16 1/4" x 10 3/8"
Full Pg. Bleed	8 5/8"	11 1/8"	7 7/8" x 10 3/8"
1/2 Pg. Horiz. Bleed	8 5/8"	5 7/16"	7 7/8" x 4 13/16"
1/2 Pg. Vert. Bleed	4 1/8"	11 1/8"	3 1/2" x 10 3/8"
1/3 Pg. Horiz. Bleed	8 5/8"	3 15/16"	7 7/8" x 3 5/16"
1/4 Pg. Vert. Bleed	4 1/8"	5 7/16"	3 1/2" x 4 13/16"
2 Pg. Spread	15 5/8"	9 1/4"	
Full Pg.	7 1/4"	9 1/4"	
1/2 Pg. Horiz.	7 1/4"	4 1/2"	
1/2 Pg. Vert.	3 1/2"	9 1/4"	
1/3 Pg. Horiz.	7 1/4"	3"	
1/4 Pg. Vert.	3 1/2"	4 1/2"	

LIVE AREA VISUAL GUIDE



**Publication Trim Size:** 8 3/8" x 10 7/8". **Bleed Size:** 8 5/8" x 11 1/8"  
**Image Area (Live Area):** 7 7/8" x 10 3/8"

Note: All bleed dimensions allow for 1/8" bleed past trim. Allow 1/4" safety inside trims for type and live area. Spreads only: to preserve live matter in the crossover, we allow 5/16" non-image (5/32" each page) in the gutter. See Bleed/Live Area Visual Guide for dimensions and additional information.

Printing Process: Four-process-color (CMYK), Web Offset.  
Binding Method: Perfect Bound

**Preferred Material Submission**

MacTech only accepts digital ad submissions.

**Digital Ads:** Ad materials submitted must adhere to MacTech's digital ad guidelines. MacTech holds no responsibility for the storage or archiving of digital ads beyond the time duration of the current space reservation contract.

**A. Media Supported**

E-Mail  
CD ROM  
FTP

**B. Software Supported**

QuarkXPress 6.0  
Adobe PhotoShop  
Adobe Illustrator

Please DO NOT submit InDesign files. PDFs are accepted.

**C. Document Elements To Supply:** All fonts and linked graphics used in a digital ad must be supplied. Use ONLY TIFF or EPS formats. (DO NOT use any graphics that have been saved in the Macintosh PICT format.)

**D. Dimensions:** All ads must be set up to the proper size as indicated in the MacTech rate card mechanical specifications.

**E. Black and White Ads:** All black and white ads must be set up to output as 1-color art. No color specifications other than black should be applied to any type or art elements of a black and white ad. This will prevent unanticipated screen tints from appearing on the final film. A laser proof or velox must accompany any 1-color digital ad.

**F. 2-Color Ads:** Color proofs must accompany all 2-color digital ads. Colors that you assign to type and graphic elements in your page layout file must be limited to black and one other color.

**G. 4-Color Ads:** Color proofs must accompany all 4-color digital ads.

Be sure to pre-separate all color graphics as process CMYK EPS files before they are placed into the electronic mechanical. DO NOT import RGB or JPEG format graphics into your document, they will be converted or rejected.

Colorized linked graphics of 4-color digital ads must use the process color system in conjunction with QuarkXPress for final compositing. DO NOT use Pantone or any other color systems in your page layout software or in any linked graphics.

**H. Preparation:** It is important to double check that you have supplied all necessary fonts and linked graphics before submitting digital ads. Quark users should use the collect for Output feature under the File menu.

**I. Black and White screens and proofs:** Maximum 150 line screen (lpi). Black & white positive proof to be supplied with each submission. Laser proofs acceptable for proof. If a proof is not supplied, a contact print will be prepared at additional charge of \$25 per page or partial page. All files must contain crop and register marks.

**J. Two-process-color (Black plus second color of Red or Cyan only) – Screen/Tone Density/Proofs:** Maximum 150 line screen (lpi). PMS 1795 Red is used for second color. Color proof preferred if accessible; color screen shot and b/w positive proof required. If an acceptable proof is not supplied, we will prepare an off press proof at a conversion cost of \$50 per page or partial page. All files must contain crop and register marks.

**K. Four-process-color (CMYK) (Includes two and three color ads with Pantone (PMS) color matches made from process color screen mixes) – Screen/Tone Density/Proofs:** Maximum 150 line screen (lpi). Color proof preferred if accessible; color screen shot and b/w positive proof required. If an acceptable proof is not furnished, we will prepare an off press proof at a conversion cost of \$100 per page or partial page. All files must contain crop and register marks.

**L. Materials:** Retained by Publisher for one year from closing date unless return is specifically requested. Publisher is not responsible for storing materials beyond one year.

**M. Closing & Issue Dates:** All materials must reach our offices six weeks prior to the issue in which you want your ad to appear. Call your representative for further information.

**N. Positioning:** Positioning, with the exception of Premium Positions (see Advertising Rates), is at the discretion of MacTech Magazine.

**Please Note:**

All Pantone (PMS) color matches are printed in four process color screen mixes (Cyan, Magenta, Yellow and Black = CMYK) and therefore must be called out in all Macintosh documents in CMYK color mixes. Due to the technical limitations of four-process-color printing, we can make no guarantees on perfect color matches to Pantone (PMS) colors. Documents received with colors specified as Pantone (PMS) colors instead of CMYK will be rejected, converted to CMYK or will print as simple two-color ads (black plus second color of Cyan or red) at the publisher's discretion.

**A Quick Checklist:**

- Are all fonts included?
- Are all linked graphics included?
- Are all linked 2, 3, or 4-color graphics saved as process color EPS or TIFF files ONLY?
- Is a proof provided?
- Is the width and height of the ad correct?
- If it is a bleed ad, is live matter a safe distance from trim?

**If MacTech's production department considers a digital ad to be incorrectly set up by the advertiser, the advertiser may correct and re-submit the ad—or—the advertiser may request MacTech to alter the ad to meet specifications at an additional charge to be quoted before any work is done.**



**To FTP your ad:**

Preparation: It is important to double check that you have supplied all necessary fonts and linked graphics before submitting digital ads. Quark users should use the 'collect for output' feature under the File menu.

NOTE: To insure that files are uploaded quickly and complete, please compress your file before uploading, using a program such as **Stuffit or Ziplt**.

NOTE: Please **DO NOT** name your file "MacTech Ad". When possible, try to use the name of the company or product in the name of the archive you will be uploading.

To send your electronic files, you have two choices:

A) Using a web browser, go to this URL:

**<http://www.mactech.com/adsales/upload>**

You will fill out a form, with some contact information and then you will be taken to a page that will allow you to browse your hard drive for the file to upload.

NOTE: This procedure should work with Macintosh and Windows XP. If you are using a different operating system, and you get a "Transfer Failed" message, you will need to use step B (below)

B) Using an FTP client program (such as Fetch or Interarchy) you will need the following information:

**Host: ftp.xplain.com  
User: mactech  
PW: mactech**

Then, you need to send e-mail to us at **artwork@mactech.com** detailing what files were uploaded and who should be contacted for further information, if needed (name, phone number and email).



**To E-Mail your ad:**

Preparation: It is important to double check that you have supplied all necessary fonts and linked graphics before submitting digital ads. Quark users should use the 'collect for output' feature under the File menu.

NOTE: To insure that files are sent quickly and complete, please compress your file before sending, using a program such as **Stuffit or Ziplt**.

NOTE: Please **DO NOT** name your file "MacTech Ad". When possible, try to use the name of the company or product in the name of the archive you will be sending.

Send the e-mail to us at **artwork@mactech.com**, with **AD SUBMISSION FOR MACTECH**, in the subject header and details about the ad in the body text of the e-mail, i.e., name of ad, issue in which ad is to appear, and details of who should be contacted for further information, if needed (name, phone number and email).

Also, **PLEASE REMEMBER TO SEND PROOFS OF ALL ADS!** We do require 4 color proofs of all color ads. Please contact the production department if you have questions. Fax proofs are OK for B/W ads. PDF proofs are only accepted on a case-by-case basis, and must be approved prior to sending. All ads sent without an accompanying proof can be refused, or have a color proof generated at a cost to the advertiser.



**To Contact Production:**

**E-Mail: [artwork@mactech.com](mailto:artwork@mactech.com)  
Tel: 800/562-2338 or 805/494-9797 x 123  
Fax 805/494-9798**

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**For a list of bonus distribution, or  
other special issues, please contact  
your advertising representative today!**

**adsales@mactech.com**

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<b>Issue</b>	<b>Ad Close</b>	<b>Materials Due</b>
22.01	12/1/05	12/7/05
22.02	12/27/05	1/3/06
22.03	2/10/06	2/14/06
22.04	3/1/06	3/7/06
22.05	3/28/06	4/3/06
22.06	4/24/06	4/28/06
22.07	5/16/06	5/22/06
22.08	6/19/06	6/23/06
22.09	7/17/06	7/21/06
22.10	8/21/06	8/25/06
22.11	9/18/06	9/22/06
22.12	10/16/06	10/20/06

\*issue close dates are subject to change as we  
continue to update our production schedules.

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**For the most current advertising close  
dates please look online at  
[www.mactech.com](http://www.mactech.com)**

**MACTECH®**