

DIGITAL ART CHECKLIST

[Please complete this form and attach with your disk & proof.]



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By following this checklist, we will be communicating on the same platform to achieve your marketing goal (as technology advances this may change slightly). We will advise you of any production concerns, and potential remedies for those concerns.

The Checklist

if the answer is no to any of the items below, please contact your BNP production representative.

FILES

- Y N n/a Files are Macintosh platform
- Y N n/a Either Adobe Indesign CS5 (or lower) or QuarkXPress 7 (or lower) is the primary page layout program **or...**
- circle which type of file is supplied
- File is a PDF. The PDF must be created using BNP Media's Distiller settings.
Please see: <http://www.bnpmedia.com/digitalspecs>
- Y N Ad size conforms to dimensions listed on the media kit.
- Y N n/a Bleeds extend 1/8 inch beyond final trim.

GRAPHICS

- Y N n/a All Supporting art is included as either a .tif or .eps (Photoshop CS5 or Illustrator CS5 or lower).
- Y N n/a Images are 300 dpi.

FONTS

- Y N n/a Both printer and screen fonts (Adobe Type 1 Postscript) are included. [Note: Menu styles/attributes should not be applied to fonts.] **Fonts in Illustrator must be outlined.**

COLORS

- Y N n/a **4 Color Ads:** All colors in Indesign, Quark or Illustrator are converted to CMYK (graphics are also converted to CMYK).
- Y N n/a **Spot Color Ads:** All colors in Indesign or Quark have Spot Color selected (graphics are also spot color).
- Y N n/a **Black & White Ads:** Graphics are saved as grayscale or bitmap.
- Y N n/a Trapping is set appropriately.

ELECTRONIC SUBMISSION:

- Y N Files are supplied on a CD. E-mail and FTP options should be discussed with the magazine's production manager.
- Y N A print window of files on disk is supplied.
- Y N **With insertion order, a screened contract quality proof created from the final electronic file must be submitted with each color ad.** Kodak Approval proofs preferred. Iris or other SWOP Standard proofs accepted. Color cannot be guaranteed unless an acceptable proof is provided. Please supply B&W laser printout for B&W ads.

We would be happy to provide further detailed information about any of your production concerns.

Quick Specs

PROGRAMS WE CAN ACCEPT:

MAC: Adobe InDesign CS5, Quark 7, Adobe Illustrator CS5, Photoshop CS5

* Programs can also be a lower version of the above.

FORMATS FOR GRAPHICS, PHOTOS:

EPS, TIFF (4 color should be CMYK)

PLEASE NOTE:

The same IBM compatible software is acceptable, however note that the fonts will be replaced with Mac compatible.

Very important: Remember to include proof of ad.


Display Ad Sizes

Run of book (bleed)	Width	Depth
spread (gutter bleed)	16"	10 ^{3/4} "
full page	8 ^{1/8} "	10 ^{3/4} "
Half page spread	16 ^{1/4} "	5 ^{1/4} "
2/3 page	5 ^{1/8} "	10 ^{3/4} "
1/2 page island	5 ^{1/8} "	8 ^{1/8} "
1/2 page vertical	3 ^{7/8} "	10 ^{3/4} "
1/2 page horizontal	8"	5 ^{1/4} "
1/3 page vertical	2 ^{3/4} "	10 ^{3/4} "
1/3 page square	5 ^{1/8} "	5 ^{1/4} "
1/4 page	4"	5 ^{1/4} "

Run of book (non-bleed)	width	depth
spread (gutter bleed)	15"	10"
full page	7"	10"
Half page spread	15"	4 ^{5/8} "
2/3 page	4 ^{1/2} "	10"
1/2 page island	4 ^{1/2} "	7 ^{1/2} "
1/2 page vertical	3 ^{3/8} "	10"
1/2 page horizontal	7"	4 ^{5/8} "
1/3 page vertical	2 ^{1/8} "	10"
1/3 page square	4 ^{1/2} "	4 ^{5/8} "
1/4 page	3 ^{3/8} "	4 ^{5/8} "

Diagonal bleed ad
(no bleed on diagonal edge)

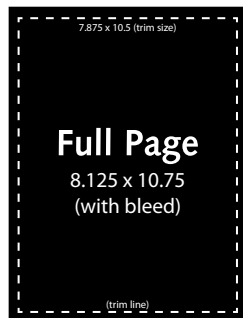
	width	depth	across
1/2 diagonal	8 ^{1/8} "	10 ^{3/4} "	13 ^{1/4} "



For complete ad specifications, visit us online at securitymagazine.com or contact Lyn Sopala at (248) 786-1641 or sopala@bnpmedia.com.

Final Trim Size of publication: 7 7/8" w x 10 1/2" h

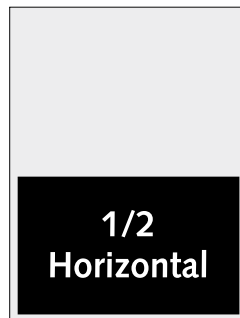
Display Advertising Sizes



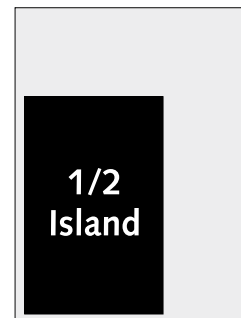
7.875 x 10.5 (trim size)



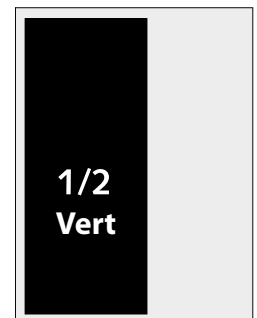
4.5 x 10



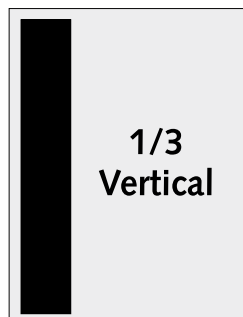
7 x 4.625



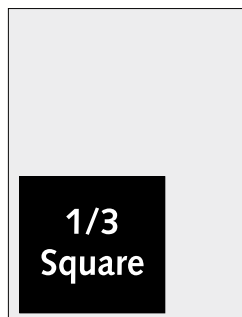
4.5 x 7.5



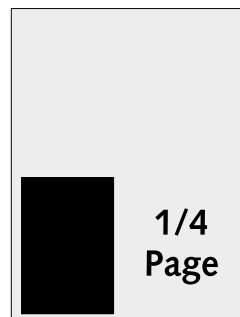
3.375 x 10



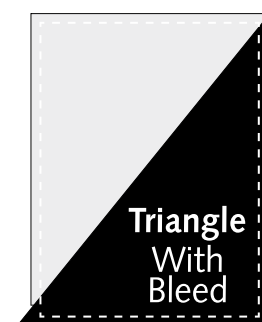
2.125 x 10



4.5 x 4.625



3.375 x 4.625



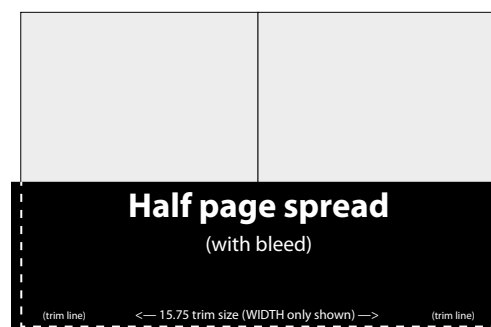
1/2 Diagonal Bleed Ad

width - 8^{1/8}"

depth - 10^{3/4}"

across - 13^{1/4}"

(no bleed on diagonal edge)



16 x 5.5 with a 0.125 bleed on all sides
Trim size is 15.75 x 5.25