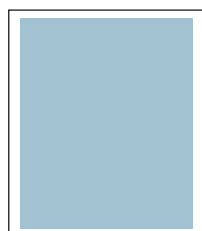


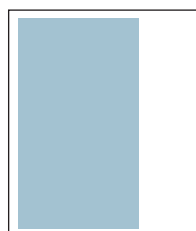
AD TYPE	LIVE AREA	TRIM SIZE	BLEED SIZE
FULL PAGE	8.00" x 9.50"	9.00" x 10.50"	9.25" x 10.75"
2 PAGE SPREAD	17.00" x 9.50"	18.00" x 10.50"	18.50" x 10.75"
2/3 PAGE VERTICAL	5.25" x 9.50"		
2/3 PAGE SPREAD	10.50" x 9.50"		
1/2 PAGE HORIZONTAL	8.00" x 4.75"		
1/2 PAGE SPREAD	17.00" x 4.75"	18.00" x 5.25"	18.50" x 5.375"
1/2 PAGE ISLAND	5.25" x 7.50"		
1/2 PAGE VERTICAL	4.00" x 9.50"		
1/3 PAGE VERTICAL	2.50" x 9.50"		
1/3 PAGE SQUARE	5.25" x 4.25"		
1/4 PAGE VERTICAL	2.00" x 9.50"		
1/4 PAGE SQUARE	4.00" x 4.75"		
FOOTER	7.75" x 1.625"	9.00" x 2.00"	9.25" x 2.125"
PAGE 1/PAGE 3 BOX	4.00" x 1.50"		



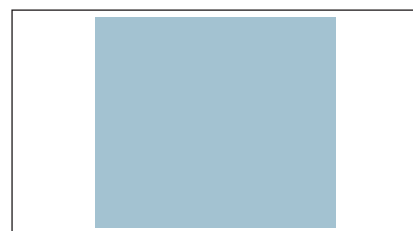
Full Page



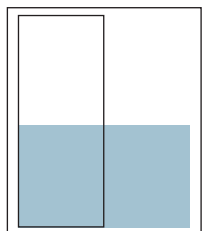
2-Page Spread



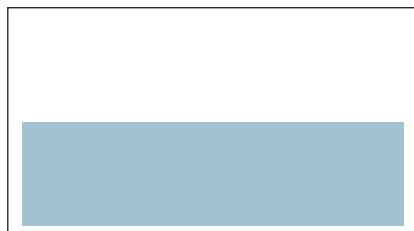
2/3 Page



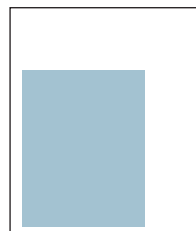
2/3 Page Spread



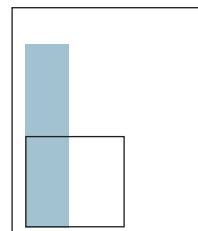
1/2 Horizontal
1/2 Vertical



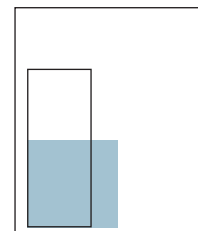
1/2 Horizontal Spread



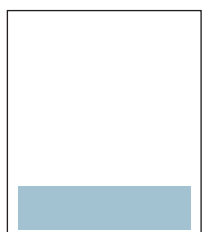
1/2 Island



1/3 Vertical
1/3 Square



1/4 Vertical
1/4 Square



Footer



Page 1/Page 3 Box

ad material requirements | BTN MEDIA KIT 2009

DIGITAL ADVERTISING SPECIFICATIONS

Ad materials are to be supplied as digital files in the preferred **PDF/X-1a (vector) format**. Create one PDF/X-1a file per ad or ad page; **spread ads must be submitted as two single page files**.

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 may necessitate production fees. Nielsen Business Media is not responsible for making corrections to supplied files.

Customer-supplied digital files and SWOP 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

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

- Create ad layouts in a professional desktop publishing program such as Adobe InDesign® or QuarkXPress™.
- Orientation: Set native application files in portrait mode at 100% with no rotations.
- Color: Define all colors as Grayscale or CMYK process unless intended to print as a spot color (Pantone) on press. RGB, LAB and ICC based colors are not allowed.
- Images: Must be SWOP-compliant with a minimum resolution of 200 dpi. All high-resolution images and fonts must be included. OPI selections should be turned off. Do not nest EPS files within other EPS files. Save images in TIFF or EPS format, with no embedded color management profiles.
- Set screening at 150 lpi.
- 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.
- Type: Use Postscript Type 1, Open Type or TrueType fonts only. Text containing thin lines, serifs or small lettering should be restricted to one color.
- Layers within the document file must be flattened.
- Generation of acceptable PDF/X-1a files is done by the output of a Postscript file (.ps) which is then distilled through Adobe Acrobat Distiller to avoid font, transparency and layering issues. It is recommended that the

PDF file be certified PDF/X-1a using a PDF preflight utility like Adobe Acrobat Professional (version 6 or higher) or Enfocus PitStop.

- **Do not** export PDF/X-1a files out of page layout applications (Adobe InDesign® or QuarkXPress™).

PROOFING REQUIREMENTS

A SWOP certified 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 for content only. Visit www.swop.org for a complete list of current certified proofing options.

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

SUPPORT SERVICES

For user-friendly, online PDF certification, visit www.magsend.com.

AD SUBMISSIONS

CD or DVD in Macintosh format: Enclose a copy of the insertion order and label the media with the following: **Magazine name, issue date, advertiser, agency name, contact name and phone and file name/number**

Ad submissions via FTP: Use a ftp program like Fetch (these programs are usually free, and easy to use)

1. Go to ftp address:
ftp.production.nielsenbusinessmedia.com
2. Enter user name: **NBM_BTN** (case sensitive)
3. Enter password: **NBMuser01** (case sensitive)
4. Drag and drop the file into the window.
5. Alert the magazine's production manager that a file has been uploaded.
6. Provide a SWOP proof that should be shipped simultaneously.

File naming: Publication short name or acronym, issue date and ad name.

Example: **XX_BTN_012609_ContinentalAirlines**

E-MAILED AD SUBMISSIONS ARE NOT ACCEPTABLE.

MORE INFO

For more information regarding these specifications, contact the production manager at **646-654-7310**.