mechanical specifications

Magazine Trim Size: 8.125" x 10.875" (inches)   Magazine Bleed Size: 8.625" x 11.375" (inches). Live Area is .5" in on all four sides. Bleed is .25" on all four sides. Rich black is C=60, M=30, Y=30, K=100.

NON BLEED UNITS	WIDTH	HEIGHT
Spread (2 pages)	15.25	9.87
1/2 Page Horizontal Spread	15.25	4.87
Full Page	7.12	9.87
2/3 Page Horizontal	7.12	5.75
2/3 Page Vertical	4.69	8.60
1/2 Page Vertical	4.69	7.50
1/2 Page Horizontal	7.12	4.87
1/3 Page Vertical	2.25	8.60
1/3 Page Square	4.70	4.70
1/4 Page	3.60	4.30
Showcase (1/6)	2.12	4.25
Classified	2.12	1, 2, 3
Target Charts Full Ad	2.24	4.19
Target Charts Half Ad	2.24	2.69
Product Center	3.50	2.30

BLEED UNITS	WIDTH	HEIGHT
Spread (2 Pages)	16.75	11.37
Full Page	8.62	11.37
2/3 Page Vertical	5.40	11.37
1/2 Page Horizontal	8.62	5.37
1/2 Page Horizontal Spread	16.75	5.37

WEB SPECIFICATION: JPEG OR GIF FORMAT

Leaderboard ....728x90 pixels, Max 40K
Super Leaderboard ....970x90, Max 40K
Wide Sidescraper..160x600, Max 40K
Banner..468x60 pixels, Max 15K
Big Box Unit...300x250 pixels, Max 30K
Button..120x120 pixels, Max 4K
Buyers Guide Logo...75 pixels high, Max 4K

SITE CHANNEL SPECIFICATIONS
Company Logo for Navigation Bar .... 130x35 pixels
Big Box Unit .... 300x250 pixels

DIGITAL EDITION SPONSORSHIP SPECIFICATIONS
Company logo...........................Max height .75" and Max width 1.75"
(in inches) at 300 dpi
Banner..468x60 pixels, Max 15K

How To Supply Artwork:

All ads need to be sent in digital format. Below you will find guidelines to supply us with the artwork for your ads. If you have any questions or concerns, please feel free to contact your sales representative.

Acceptable Electronic Art Includes:

• High-resolution PDF created with the **PDF/X-1a:2001** setting, with all image used at a resolution of **300 dpi** or higher and embedded

• Illustrator EPS files, with all fonts outlined and all artwork embedded and converted to CMYK. Pantone colors will not print properly and MUST BE CONVERTED to CMYK process

All submissions should include a high-resolution PDF to allow us to check for color and/or font drops. Software Magazine cannot be held responsible for improperly prepared files if a PDF is not sent.

When Sending Disc include a color printout of ad and a laser printout of what the disc contains. Acceptable discs are CDs.

Mail All Artwork and proofs to: *Software Magazine* c/o Rockport Custom Publishing, 100 Cummings Center, Suite 321E, Beverly, MA 01915

FTP Uploading:

Ads under 20MB stuffed (.sit file size), can be sent via FTP to our customer site. Please stuff all files into one .sit document. Please name all stuffed files with advertiser name. *All case sensitive.*

ftp://rockportpubs.com
Username: Rockportftp
Password: Uploadftp09

Solid Gray Represents Approximate Ad Size
Dotted Line Represents Bleed Units

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