

SD Times

SOFTWARE DEVELOPMENT



PRINT AD SPECIFICATIONS

MATERIALS SUBMISSION

We require digital files. Acceptable formats are:

PDF/X-1a

- Compatible with Acrobat 4 (PDF 1.3)
- Embed all fonts
- All images CMYK. Spot colors should be separated. No RGB or Lab colors.
- Crop marks, if any, are offset 12pt. (0.167in.) They should not appear within the bleed area.
- Flatten transparency

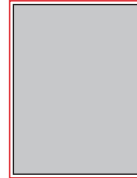
Photoshop TIFF or JPG: 300 dpi, CMYK

Illustrator EPS

- Fonts converted to outlines
- Placed images should be at 100%, 300 dpi
- Document Mode: CMYK
- Spot colors must be separated
- Transparency flattened. Use the High Resolution Transparency Flattener Preset (found under the Edit menu)

DIMENSIONS

Full Page



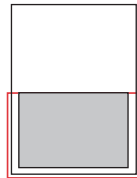
Trim Size: 8" x 10 7/8"
Bleed Size: 8 1/4" x 11 1/8"

2-Page Spread



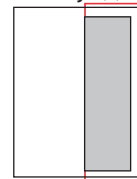
Trim Size: 16" x 10 7/8"
Bleed Size: 16 1/4" x 11 1/8"

Half Page (h)



W x H: 7" x 4 3/4"
Bleed Size: 8 1/4" x 5 1/4"

Half Page (v)



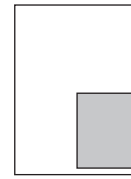
W x H: 3 3/8" x 9 7/8"
Bleed Size: 4" x 11 1/8"

One-Third Page (v)



W x H: 2 3/8" x 9 7/8"
Bleed Size: 2 7/8" x 11 1/8"

Quarter Page



W x H: 3 3/8" x 4 3/4"

KEEP LIVE MATTER 1/4" FROM TRIM, 3/8" FROM BLEED.

Trim Size: 8" x 10 7/8".

Crop Marks and Bleeds: If you wish to include crop marks, please make sure they are **offset 12pt.** (0.167in.), so as not to appear within the bleed area. Please include 1/8" bleed beyond trim on all sides of ads that bleed.

Screen Requirements: 133 line screen.

Binding: Saddle stitch.

4-Color: All 4-color solids should not exceed the SWOP specification of 280% total screen density. We suggest a rich black be constructed of 40% Cyan and 100% Black.

Output Intent: U.S. Web Coated (SWOP) v2

Production Services: Coupon codes are available to advertisers at no charge. All production services are billed at cost, including address and phone number changes, stripping/scanning logos, photographs and color breaks.

Electronic submission: Send files to mleonardi@bzmedia.com or adbox@bzmediamail.com.

Please use Stuffit or Winzip to shrink large files for transmission. **If your file is larger than 10MB, we suggest using www.hightail.com.**

Acceptable media: 650MB CD. Clearly label your disk with advertiser name, contact name and contact telephone number. You may include a printed proof of your ad from the file submitted for color and content reference.

URL SUBMISSION

The PDF edition of SD Times hotlinks readers to your home page, unless a specific URL is included in the print version of your ad. This is a unique opportunity for you to track response to your ad in our PDF edition. SD Times does not track this information.

SHIPPING INFORMATION

Send insertion orders and contracts and advertising materials to:
Ad Traffic Manager
BZ Media
225 Broadhollow Road, Suite 211
Melville, NY 11747
adbox@bzmediamail.com

CONTACT INFORMATION

Artwork Preparation Questions
Mara Leonardi
Art Director
+1-631-421-4158 x109
mleonardi@bzmedia.com

Materials Submission, Deadlines

mleonardi@bzmedia.com
adbox@bzmediamail.com

SDTimes.com Banner Specs



LEADERBOARD (728 x 90 pixels) DELIVERABLES

Ad Components	File Type	Dimensions	Max File Size
Initial File Load	CSS, JS, GIF, JPG, PNG, SVG	728 x 90	200 KB
Backup Image	GIF or JPG	728 x 90	200 KB

MEDIUM RECTANGLE IMU (300 x 250 pixels) DELIVERABLES

Ad Components	File Type	Dimensions	Max File Size
Initial File Load	CSS, JS, GIF, JPG, PNG, SVG	300 x 250	200 KB
Backup Image	GIF or JPG	300 x 250	200 KB

POPUP (Custom Size)

Ad Components	File Type	Dimensions	Max File Size
Initial File Load	GIF, JPG, PNG, SWF	Custom Size	200 KB
Backup Image	GIF or JPG	Custom Size	200 KB

NOTES

Animation/Looping

15 seconds max. Unlimited looping permitted.

Audio

No audio is permitted.

Other Notes

- No streaming or interactivity allowed.
- No additional progressive downloads allowed.
- No HTML allowed.
- SD Times permits third-party tracking
- 24-hour campaign turn around time



NOTES

- Provide SWF of creative
- Provide JPG for backup image
- Provide click link
- Optional 1 x 1 pixel for tracking

Animation/Looping

15 seconds max. Unlimited looping permitted.

Audio

No audio is permitted.

Other Notes

- No streaming or interactivity allowed.
- No additional progressive downloads allowed.
- No HTML allowed.
- SD Times permits third-party tracking
- 24-hour campaign turn around time