

THE NEW, SLEEK, HANDY SIZE



Guidelines to Our Complimentary Resizing Service

1. Notify your *CPN* Sales Rep that you need your previously run ad resized. (Your rep will schedule this with our designers.)
2. A folder with your name will be placed on our FTP site in which you will place the native files for your ad. When that folder has been established and is ready for your files you will be notified. The FTP site is at <ftp://ftp.vnuinc.com>. To gain access, fill in the user as "cpnguest" and the password is "guestcpn". Your folder will be inside a folder named: Ads to Resize.
3. We cannot work with PDF files, we must have the original Quark files including fonts and any pictures.
4. We must have at least 10 working days prior to "Material Deadlines" to work on the resizing. Please email Lynda Gerber, lynda.gerber@nielsen.com, when you save your native art files in the folder. Also include any specific instructions in your email. We will keep the layout as faithful to the original as possible. Please also include an email address and contact name for any questions we may have and the person who will approve the final layout.
5. When the resizing is complete, we will send a PDF proof to ONE contact person at your company. (If multiple approvals are required, that person will serve as the point person.) We also will send the PDF to your *CPN* Sales Rep.
6. Email your approval/changes to Lynda Gerber, lynda.gerber@nielsen.com, within 48 hours of receipt of the proof.
7. We will provide one revised proof for your approval.
8. When the resize is approved, we will place the final native files (Quark document, fonts, pictures) and the high resolution PDF in your file folder on the FTP site. You will be notified by email when that is done. Please remove and save the files as you would normally.
9. Submit the final high resolution PDF to our production department as you would for any ad.

If you prefer to submit your ad for resizing on a CD/DVD, please mail it to Lynda Gerber, Marketing Manager, *CPN*, 770 Broadway, 6th Floor, New York NY 10003-9595. The approval procedures above will be followed and a CD will be sent back to you with the approved ad. If you have any questions about these procedures, please contact your *CPN* Sales Rep or Lynda Gerber at 646-654-5777.

Mechanical Requirements

Publication Trim Size: 9" wide, 10½" deep

Binding: Saddle stitch

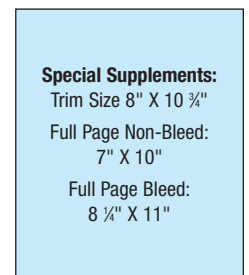
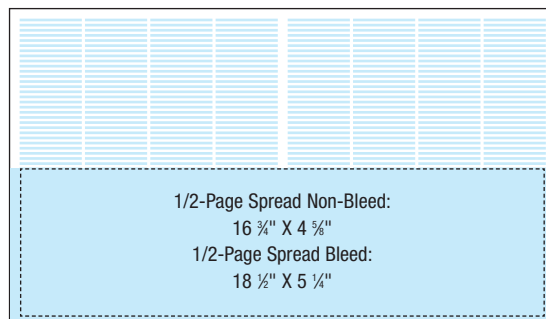
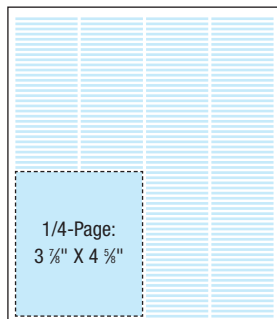
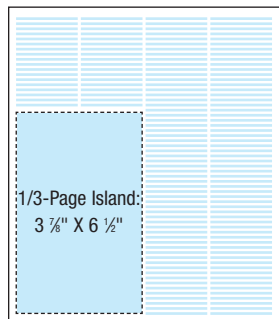
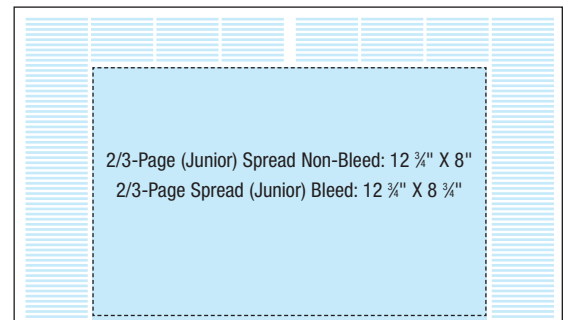
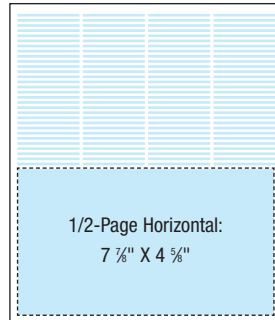
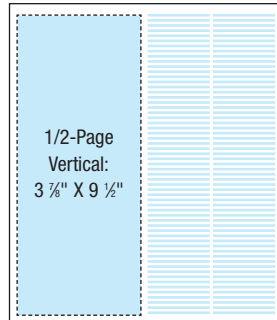
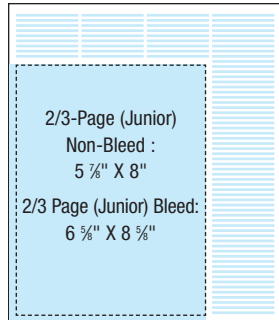
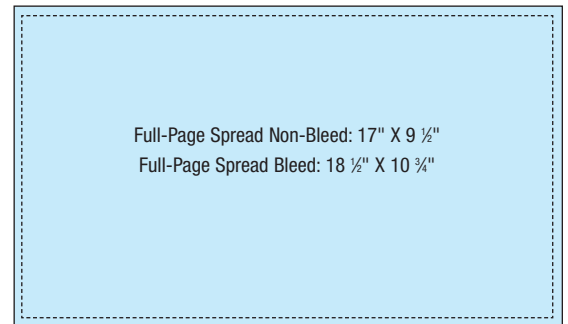
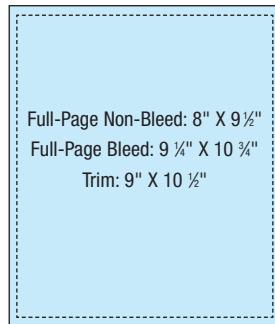
Printing: Web offset

Send insertion orders, instructions and all ad materials to:

Barbara W. Lau, Production Manager

770 Broadway, New York, NY 10003-9595

646-654-7308; Fax: 646-654-7318; barbara.lau@nielsen.com



Digital-Advertising Requirements

Digital data prepared to SWOP standards is required for ad submissions. Preferred file format is PDF/X-1a. 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, such as native-application formats, may also necessitate production fees. Nielsen Business Media is not responsible for making corrections to supplied files.

Customer supplied digital data, supplied media and ad 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

A PDF/X-1a workflow eliminates common errors in file preparation, such as missing images or incorrect color space. To create a PDF/X-1a file, the native application file is converted to a Postscript file, which is then distilled using a PDF/X-1a compliant plug-in or application, such as Adobe Acrobat version 6 or higher. (visit www.adobe.com).

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

- PDF/X-1a files must be submitted as single-page files. Spreads must be submitted as two single PDF/X-1a files.
- Be sure that all high-resolution images and fonts are properly linked to the native-application file prior to converting to Postscript. OPI should be turned off.
- Use only Postscript Type 1 fonts. (no TrueType or Composite fonts). Avoid the use of type styling for font attributes such as italic, bold, etc.
- Use only SWOP-standard images in CMYK at 300 dpi with a total area density of 300%. (No RGB, PDF or JPEG images). Do not embed ICC profiles within images.
- Set native-application files in portrait mode at 100% of size with no rotations.
- 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.
- Color: 4/C ad files should be set as CMYK process colors. Spot colors (Pantone) not intended to run as such, must be converted to CMYK process prior to PDF creation. Be sure any spot color is set as such consistently. Pantone 165C is different from 165U.

- Do not export PDF/X-1a files directly from page-layout applications (Quark or InDesign).
- Generation of proper PDF/X-1a files must be Postscripted and distilled through Acrobat Distiller to avoid font, transparency and layering issues.

Proofing Requirements

A SWOP-certified proof, such as Kodak Polychrome Graphics' Digital Approval Proof, is required for all color ads. Proofs must be representative of the supplied file at actual size and must display a printer's color control bar. Alternative proofing formats will be used as content proofs only. Visit www.swop.org for a complete and current list of certified proofing options.

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

Support Services

For a user friendly online option, visit www.magsend.com. The service provides a PDF-certification process that will:

- Ensure file integrity
- Provide technical support
- Allow approval of final ad submission
- Generate a SWOP-certified proof
- Provide delivery of ad submission to production staff.

Media requirements

Submit a single PDF/X-1a file per advertisement on CD-ROM or DVD media in Macintosh format. Do not include multiple file formats of a single ad. Enclose a copy of the insertion order and label the media with the following:

- Magazine name
- Issue date
- Advertiser and agency name
- Production contact (name and phone number)
- File name/number

Electronic ad submissions

We will accept electronic file transmission via FTP, provided a SWOP proof is shipped simultaneously. (Contact production manager for site access.)

E-mailed ad submissions are NOT acceptable.

More info

For more information regarding the above specifications, contact the production manager at 646-654-7308.