

TECHNOLOGY TIMES

NEWS FOR TECHNOLOGY AND LIFE SCIENCES EXECUTIVES

Specifications for Submitting Ads

Ads that do not follow the specifications must be modified to comply.

Please Note: A \$100 correction charge may be added to the invoice for any ad that does not comply with these specs.

ACCEPTED FORMATS

- Layout.** Quark Xpress files with images and fonts collected. Quark Xpress files must be saved down to version 7 or below. *Type 1 fonts only. No True Type fonts, system fonts or forced typestyles (i.e. italic, bold).* Doing so may cause your fonts to default to another font. All artwork should be imported at 100%. Collected Xpress files being uploaded should be zipped or compressed. Adobe InDesign saved to CS2 or below is also accepted.

Programs meant for general office use such as Microsoft Word and Powerpoint will not be accepted.

- Images.** Convert all fonts in EPS files to outlines. Tif images should be 300 ppi (bitmaps - 1200 ppi). *No jpg, gif or targa files.*
- Colors.** Color in artwork must be submitted as CMYK. *No RGB, indexed, or lab color.* For spot color ads, please identify the Pantone Matching System (PMS) number. Only one spot color per ad. Multiple PMS colors should be converted to CMYK. Remove unused colors.
- Proof.** Please provide a printout of your ad. A color proof is requested for all color ads as a quality-control device. We will check against our output to insure correct text flow, fonts, and graphics. If a proof is not provided, Hollister Publications is released from all liability related to the reproduction quality of the ad.
- PDF Files.** PDFs will be accepted **only** when created with 2400 dpi and 150 lpi using our Acrobat Distiller settings (ttads.jobsettings). The job settings can be found on our upload site. See number 3 under the submission section.

For placement/advertising information, please contact Ida Marie Higgins at 610-975-9430 ext. 3157.

For technical information, please contact
Hollister Publications, 484-829-0021
or email techads@hollister1.com

SUBMISSION

- Submit CDs to:
Technology Times Ads
C/o Hollister Publications
3 E. Wynnewood Rd.
Wynnewood, PA 19096
- Email: techads@hollister1.com
- Upload: www.hollisterupload.com
- If you are unable to provide material according to the above specifications, please contact ETC at 610-975-9430, to produce your ad. There will be an additional charge for this service.

AD SIZES

All sizes based on Page Size of 10.5" x 13.5"

- Back Cover: 9.5" x 11.125"
- Full page (without bleed): 9.5" x 12.375"
- Full page (with bleed): 11" x 14"
Safe Area 9.5" x 12.5
- 1/2 page island: 7" x 8.375"
- 1/2 page vertical: 4.7" x 12.375"
- 1/2 page horizontal: 9.5" x 6.125"
- 1/4 page: 4.7" x 6.125"
- 1/8 page vertical: 2.25" x 6.125"
- 1/8 page horizontal: 4.7" x 3"

IMPORTANT

All ad materials must include the following:

- The advertiser's or client's name
- Contact and phone number of person sending the disk or uploading files in case of transmission problems.
- A proof faxed or included with your CD.
Fax 484-829-0027.