

# InTech Magazine Specifications

## Print magazine specifications

### Publication trim size

- 8.125" (w) x 10.875" (d)

### Printing and binding

- Web offset; Saddle-stitched

### Live matter

Vital advertising information/imagery must be kept at least .5" away from trim edge and gutter

### Bleed ads

- Set up file to include at least .125" image beyond trim size on all sides
- Single-page bleed: 8.375" (w) x 11.125" (d)
- Spread bleed: 16.5" (w) x 11.125" (d)

### Column size

Page format based on 2- and 3-column width

- 1-column width = 2.2"
- 2-column width = 4.6"
- 3-column width = 7"
- Column depth = 10"

### Electronic file requirements for print ads

#### Preferred format: PDF

Create a **Press Quality PDF**.

Be sure to:

- Convert all art to CMYK
- Embed all fonts
- Flatten all transparencies
- Include all printers' marks
- Include appropriate bleed (at least .125")
- Offset trim marks by at least .125"

#### Other accepted formats

- High-resolution (300 pixels-per-inch) .TIF or .JPG file
- Adobe® Illustrator® .EPS or .AI file with the fonts converted to outlines
- Art should be submitted at 100% actual size and include trim marks
- Note: Tip-ins and

Ads submitted in any other format or not conforming to these specifications will incur production charges.

### Proofs

To ensure color accuracy on ads, we strongly recommend that you submit a color, hard-copy proof (SWOP preferred) of your ad. It should be printed at 100% actual size and show bleed and trim marks if applicable. *InTech* is not responsible for color accuracy if advertiser does not provide a color-accurate proof (note: laser prints are not considered color-accurate proofs).

### Ad design and layout services

Type composition, photos, and drawings, as well as other production services, can be provided and will be billed at cost to advertiser. Production charges are non-commissionable.

#### How to submit files:

- Email files to [production@isa.org](mailto:production@isa.org).
- Include a contact name and phone number
- For questions, contact *InTech* production at +1 919-990-9267 or [production@isa.org](mailto:production@isa.org).

#### Ship all correspondence and insertion orders to:

*InTech* Production  
P.O. Box 12277  
67 T.W. Alexander Drive  
Research Triangle Park, NC  
27709 USA  
Phone: +1 919-990-9267  
Fax: +1 919-990-9288  
Email: [production@isa.org](mailto:production@isa.org)

A full list of account representatives can be found on page 35.