

Nuclear Plant Journal

Specifications for Print-Ready Electronic Advertising Preparation

1. Preferred Mode of File Transmittal

High resolution PDF: The preferred method of material transmittal is via high resolution CD sent to *Nuclear Plant Journal's* office. Acrobat (Prinerger) PPD and additional specification are available via e-mail.

2. Intimation & Proof

The advertising materials may also be e-mailed to NPJ@goinfo.com and color proof sent to *Nuclear Plant Journal* (via courier mail). PDF file proofs are also acceptable.

Any deviations in the client's submitted file as compared to the specifications given below must be brought to our attention (e-mail: NPJ@goinfo.com) before the material deadline.

3. Preferred File Format

PDF files are preferred as a finished file format. PPD and other Acrobat specifications are available via e-mail. When supplying PDF files, please ensure the following procedures before creating the file.

All art, fonts, graphics, images must be embedded prior to creating the PDF. PDFs **should not contain:**

- Color profiles.
- RGB or LAB color images. **All images must be CMYK**
- Spot colors unless it is intended to print

All images should be 300 dpi (dots per inch) resolution or higher

4. Acceptable Finished File Formats

DCS 2.0, PDF, Postscript, Tiff/It and Scitex CT/LW

5. Acceptable Native Files (PC or Mac)

QuarkXpress 4.1 or higher
Adobe Pagemaker 6.5.2 or higher
Adobe InDesign 2.0.2 or higher
Adobe Acrobat 5.x or higher
Adobe Photoshop 2.5.2 or higher
Adobe Illustrator 5.5 or higher
Macromedia Freehand 5.5 or higher

*Adobe Illustrator and Macromedia Freehand native art should be saved as an eps.

6. Unacceptable File Formats

Native Illustrator files
Native Freehand files
Microsoft Word files
Microsoft Powerpoint files
Microsoft Excel files
Microsoft Publisher files
Corel Draw files

7. Trim, Image and Bleed Sizes

	Full Page	2-Page Spread
Trim	8-1/4" x 10-7/8"	16-1/2" x 10-7/8"
Image Size	7" x 10"	15" x 10"
Bleed Size	8-1/2" x 11-1/8"	16-3/4" x 11-1/8"

8. Advertisement Dimensions (Inches):

Ad Size	Format	Width	Depth
Full	Vertical	7	10
2/3	Vertical	4-9/16	10
	Horizontal	7	6-5/8
1/2	Horizontal	7	4-7/8
	Vertical	3-3/8	10
	Island	4-9/16	7-3/8
1/3	Horizontal	4-9/16	4-7/8
	Vertical	2-3/16	10
1/4	Horizontal	7	2-3/8
	Vertical	3-3/8	4-7/8
1/6	Horizontal	4-9/16	2-5/16
	Vertical	2-3/16	4-7/8

9. Important Notes for Advertisers

- 9.1. Advertisers are required to submit their finished, final, composite, print-ready file of their advertisement as they would like it to appear in *Nuclear Plant Journal*. *Nuclear Plant Journal* will ensure that the client's advertisement matches with the submitted proof.
- 9.2. Client or their agency shall proof their ad for any possible typos or any other errors before transmittal.
- 9.3. Advertisement revisions submitted after sending the first transmittal shall be clearly identified to ensure avoiding any confusion with the prior submitted versions. An e-mail intimation shall be immediately sent to the contact given below along with a PDF file clearly identifying the revised area.
- 9.4. Any transmittals not in compliance with the above specifications will need to be resubmitted by the client at a very short notice.
- 9.5. *Nuclear Plant Journal* cannot assemble any advertisement from the submitted components (visuals, graphics, or text).
- 9.6. If typesetting services or ad corrections are required, a price quote will be provided to the client.

10. Contact:

Anu Agnihotri, *Nuclear Plant Journal*, 799 Roosevelt Road, Building 6 Suite 208, Glen Ellyn, IL 60137 USA; phone: 630-858-6161 ext. 101, fax: 630-858-8787, e-mail: NPJ@goinfo.com,

11. 2009 Material Deadlines

January-February 2009Jan. 30, 2009
March-April 2009.....Mar. 13, 2009
May-June 2009May 11, 2009
July-August 2009 July 13, 2009
September-October 2009 Sept. 11, 2009
November-December (Directory - 2010) Nov 25, 2009