

Network Computing 2007

For IT By IT



AD MATERIAL SPECIFICATIONS

Marketplace Ad Sizes	Live Area	Bleed
Full Page Spread	14.75" X 9.75"	15.75" X 10.75"
Full Page	7" X 9.75"	8" X 10.75"
1/2 Page Horizontal	7" X 4.75"	-
1/2 Page Vertical	3.375" X 9.75"	-
1/4 Page	3.25" X 4.75"	-
1/6 Page*	2" X 4.25"	-
1/8 Page*	3.25" X 2.125"	-

Network Computing Trim Size - 7.75" x 10.5"

* Special Advertising Section Ad Sizes

Electronic Material Requirements

- **ACCEPTABLE MAC & PC FILES**

- QuarkXpress • Adobe Photoshop • Adobe Illustrator • Corel • PDF/X-1a (see requirements below)

Call for compatible software versions if unsure.

- **ADOBE ILLUSTRATOR FILES**

All files should contain only embedded images in CMYK mode, and all type should be converted to outlines.

- **COREL USERS**

All Corel files must have text converted to curves and be saved out as an Adobe Illustrator .eps file.

- **PC USERS**

All Fonts must be common to the Macintosh platform. If fonts are not compatible save files as a pixel images.

- **PDF/X-1a**

PDF files are welcomed for full, 1/2 , and 1/4 page ads. The files must be prepared to CMP printing standards. Please see <http://www.cmpproduction.com/tools.html> for detailed instructions and downloadable tools.

- **NOTES**

All images must be in CMYK mode and at least 266dpi. All ads must be accompanied by a color proof. CMP is not responsible for any ad that prints incorrectly without a proof.

Send All Materials to: Gene Hamid - 516.562.7197 / incomingads@cmp.com

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CMP
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To Advertise in CMP Publications & Web Sites:

Call: 1-800-263-4530 / Email: sales@techweb.com



MARKETPLACE