

## Our Printing Process

STRUCTURE's "print-ready" materials are electronic files that are properly sized and formatted, do not require any image or text editing, and fit all advertising specifications.

The standard for STRUCTURE magazine is a three column layout. The publication is currently saddle stitched, and is printed on 60# body stock. Covers are 80# paper, UV-coated. Printing is web offset, computer-to-plate.

## Compressed Files

For compressed files, Zip files (.zip) are preferred.

## Proof Sheets

Electronic (PDF) proofs of publication will be furnished in time for approval, provided all deadlines are met.

## Furnished Inserts and Other Special Insertions

STRUCTURE magazine offers numerous opportunities for special insertions, including furnished inserts, tip-ins, polybags, and advertorials. Please contact the Production Manager for specific requirements and instructions.



(a division of Copper Creek Companies, Inc.)

Publisher

Email: [ads@structuremag.org](mailto:ads@structuremag.org)

Phone: 608-524-1397

Fax: 608-524-4432

# Advertising Specifications

## What Size

Categories	Size (Width x Height)	
	Inches	Metric (mm)
Full Page (trim)	8.375" x 10.875"	213 x 276 mm
Add .25" (6 mm) on all sides for the bleed. Please keep live copy at least .3125" (8 mm) from the trim		
½ Page Horizontal	7.5" x 4.75"	191 x 121 mm
½ Page Island	5" x 7.5"	127 x 191 mm
½ Page Square	5" x 4.75"	127 x 121 mm
½ Page Vertical	2.375" x 10"	60 x 254 mm
¼ Page	5" x 3.5"	127 x 89 mm
additional sizes		
Spread (trim)	17.25" x 10.875"	426 x 276 mm
Add .25" (6 mm) on all sides for the bleed. Please keep live copy at least .3125" (8 mm) from the trim		
⅔ Page	5" x 10"	127 x 254 mm

**All files must be grayscale or CMYK format, and a minimum 300 dpi resolution at reproduction size. RGB and Indexed Color images will not be accepted.**

## What Format

### High-resolution press quality PDF

Fonts and images must be properly embedded. The file should be saved as high-resolution for printing on press.

### Native Application Files

Photoshop (PSD), Illustrator (AI), EPS, and InDesign (INDD) files are all accepted. All files must be accompanied with all linked images and printer fonts. Publisher can only accept PC Fonts; if Mac fonts are used, embed them in a PDF file or use the 'create outlines' feature for Illustrator files.

## Where to send it

Submitting Electronically:

<http://structuremag.webexone.com>

follow uploading instructions on the attached pages.

Submitting DVD or CD-ROM:

mail to: C<sup>3</sup> Ink

148 Vine St.

Reedsburg, WI 53959

For most accurate reproduction, a hard copy proof is recommended. All ad submissions must be accompanied by a Graphic Contact – full name, phone number and email address.

# STRUCTURE<sup>®</sup> Graphics Web based file upload

Open your web browser.

In the **address bar** type: <http://structuremag.webexone.com>

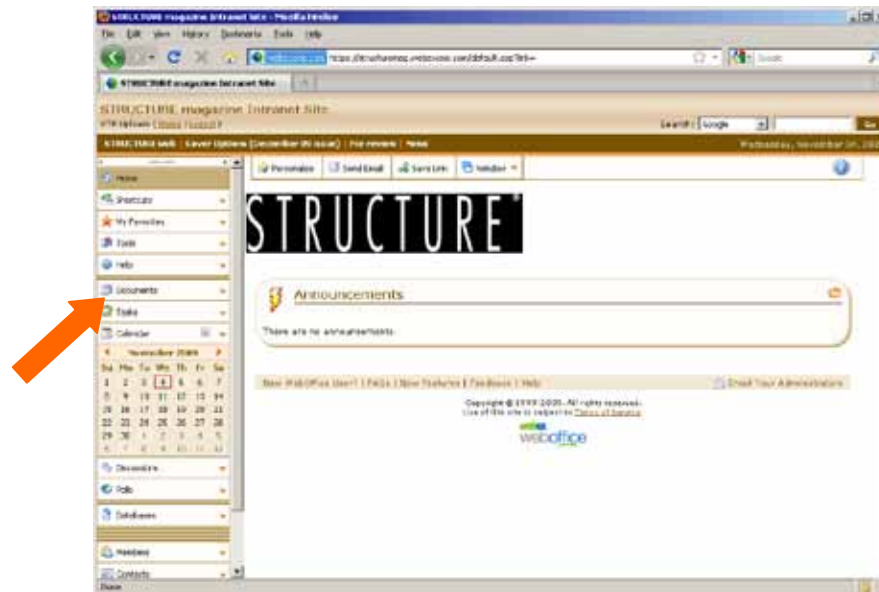
At the Member Login Screen enter:

Login Name: **STRgraphics**

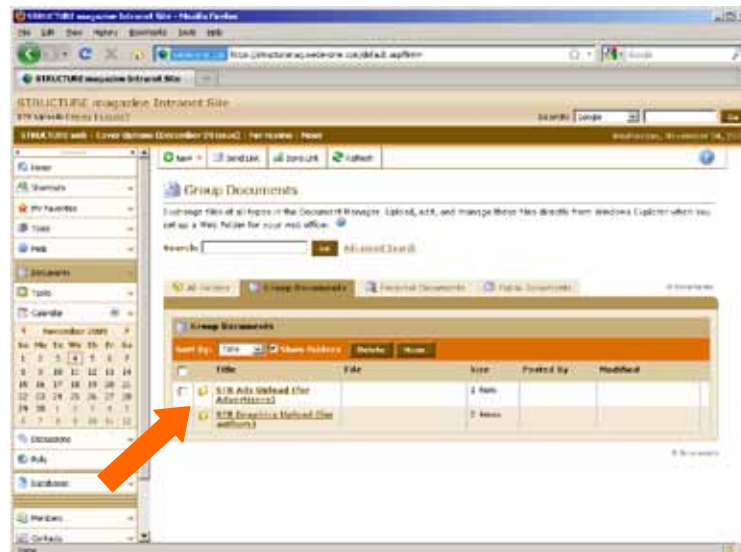
Password: **structure**

The **STRUCTURE<sup>®</sup> magazine Intranets** window will open.

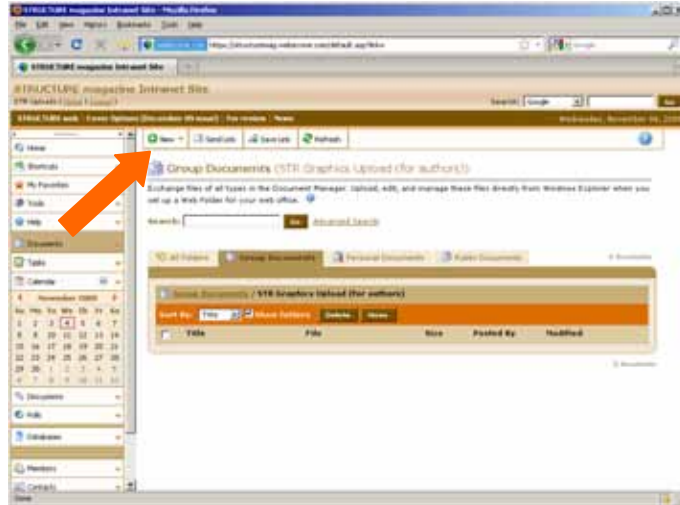
Click the word **DOCUMENTS** on the left hand side of the page.



Click on the **STR Ads Upload** or the **STR Graphics Upload** folder

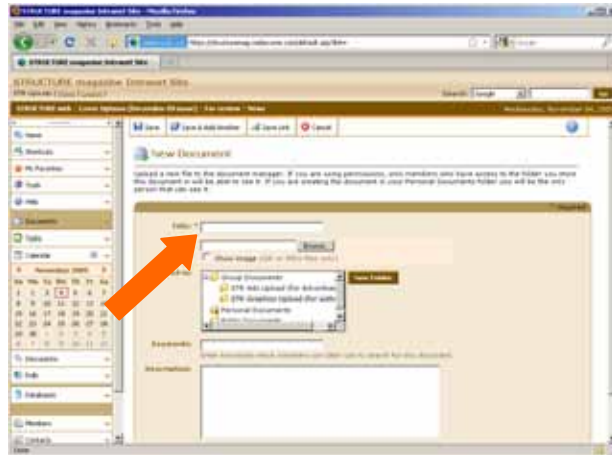


Click the word **NEW** on the menu bar to the right of the Copper Creek logo.



The **New Document** window will open.

Enter a **TITLE** for the image you wish to upload. Then click **BROWSE** to locate the file on your system.



Click the word **SAVE** or **SAVE AND ADD ANOTHER** on the menu at the top of the page. Your file will now upload.



When your upload is complete, **LOGOUT** or **close your browser**.