



Advertising Specifications

STRUCTURE[®] magazine

Mechanical Requirements

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 Mechanical Requirements, as outlined in this *Guideline*.

The standard for STRUCTURE magazine is a three column layout. The publication is perfect bound, and is printed on 60# body stock. Covers are 80#, UV-coated. Current printing method is web offset, computer-to-plate.

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.

Acceptable Digital File Formats

Hi-res Press Quality PDE: PDF files are preferred. Fonts and images must be properly embedded and file saved as high-resolution for printing on press. Please note that PDF or TIF files generally cannot be altered.

Native Application Files: Photoshop (PSD), Illustrator (AI), EPS files, and InDesign (INDD) files. All files must be accompanied with copies of all linked images, and screen and printer fonts - Adobe Type 1 and TrueType. (*Publisher can only accept PC Fonts; if Mac fonts are used, embed them in a PDF file. Use the 'create outlines' feature for Illustrator files that contain text. The file will then be independent of fonts.*)

Specific Color Information

If a particular color (e.g. company logo) must be achieved, the CMYK percentage breakdown must be provided. Providing the color's PMS number is helpful, but it also must be accompanied by its CMYK percentage breakdown.

Compressed Files

Stuffit (.sit) or Zip files (.zip) are preferred.

Negative or Film Submissions

Please contact the Publisher for authorization, requirements and additional costs.

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.

Material Submission

Ad materials should be submitted electronically on Zip disk or CD-ROM or DVD.

A black-and-white digital ad requires a black-and-white proof; a color digital ad requires a color proof.

All ad submissions must be accompanied by a Graphic Contact – full name, phone, fax and email address.

Proof Sheets

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

Storage

Electronic files will be stored by the Publisher for 12 months and then destroyed, unless otherwise advised.

Publication Full Page Bleed:

8 7/8" (w) x 11 3/8" (h)

Publication Trim Size:

8 3/8" (w) x 10 7/8" (h)

All live copy on ads should be kept 5/16-inch from trim edge, top and bottom, 7/16" from trim edge left and right.

C³ Ink

(A division of Copper Creek Companies, Inc.)

Publisher

Phone: 608-524-1397

Fax: 608-524-4432



STRUCTURE magazine offers a file upload site for submission of electronic files (*contact the Publisher for instructions*). Use of the upload site requires delivery of hard copy proof by the Material Deadline.

Last Update 9-08-pab

Space Unit	Width (in)	Height (in)
Spread (Bleed)	17 1/4	11 3/8
Full Page (Bleed) Live copy area 7 1/2" x 10 1/4"	8 7/8	11 3/8
2/3 Page Vertical	5	10
1/2 Page Horizontal	7 1/2	4 3/4
1/2 Page Island	5	7 1/2
1/3 Page Square	5	4 3/4
1/3 Page Vertical	2 3/8	10
1/4 Page	5	3 1/2

