



Advertising Specifications, Requirements and Policies

STRUCTURE[®] magazine

Publication

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*.

Publisher reserves the right to establish production specifications for its products. All advertising material not conforming to these specifications may be rejected or modified to meet the specifications.

Costs of such modifications, when made, will be charged to the advertiser. Any alterations to submitted ad materials or changes to previously run ad materials (text changes, photo changes, etc.) will be billed directly to the advertiser.

Closing Dates

Published Monthly

STRUCTURE magazine is issued on or about the first of the month of the cover date of the publication.

Closing Date for Insertion Orders

Due at the Publisher by the 1st of the month preceding the issue cover date.

Closing Date for Materials

All printing material is due at the Publisher by the 5th of the month preceding issue cover date.

Cancellations and Late Materials

Cancellations are not accepted after the closing date. Materials received after the Closing Date for Materials will be charged an additional fee, unless pre-arranged with the Publisher.

Advertisers contracting for space prior to the Closing Date for Orders that have not provided material will be billed for the contracted space.

Advertiser's Index

STRUCTURE magazine provides, as a courtesy, an Advertiser Index in each issue. The publisher is not responsible for errors or omissions in the index.

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-inch from trim edge left and right

C³ Ink

(a division of Copper Creek Companies, Inc.)

Publisher

Phone: 608-524-1397

Fax: 608-524-4432

Specifications

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



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

See Also:

Mechanical Requirements **2**

Advertising Policies **3**

Payments and Commissions **4**

Last Update 9-08-pab

Mechanical Requirements

Acceptable Digital File Formats

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.

Hi-res Press Quality PDF: PDF x1a compliant 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. If you require a change to a previously submitted file (i.e. phone number or address change), you may be asked to submit a new file.

Native Application Files: Photoshop (PSD), Illustrator (AI), EPS files, and InDesign (INDD) files. All files must be accompanied by 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.

Negative or Film Submissions

Acceptance of negative or film submission are only with prior approval by the Publisher, and will incur additional cost. Arrangements must be made prior to the Material Closing Date, and all negative/film submissions must meet Publisher's requirements. 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

Advertising materials should be submitted electronically or on 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.

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.

Compressed Files

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

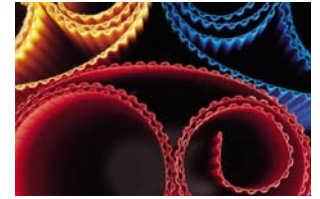
Proof Sheets

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.

For any artwork delivery or technical questions, call STRUCTURE's Publisher at 608-524-1397.



All files must be grayscale or CMYK.

Please share our technical requirements with your designers...



PDF x1a compliant files are preferred; other application files are accepted.

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Publisher

Phone: 608-524-1397; Fax: 608-524-4432

publisher@STRUCTUREmag.org

Advertising Policies

General Policy on Advertising Content

Advertising will not be accepted which in any way presents negative or inappropriate photographs, graphics, images, or text that demeans any individual or group of individuals because of race, religion, gender, sexual orientation, or religious beliefs.

The Publisher reserves the right to reject any advertising, without recourse by the advertising company, that does not conform to its standards .

Copy and Contract Regulations

Regulations concerning copy and contracts are those generally accepted throughout the industry. No conditions other than those set forth in this *Guideline* shall be binding on the Publisher unless agreed to in writing by the Publisher.

Publisher retains the right of final approval and acceptance of all advertising submitted, and shall not be liable for any loss resulting from rejection of such advertising.

Publisher's Copy Protective Clause

Advertisers and advertising agencies assume sole liability for all content (including text, representations, photographs, and illustrations) of advertisement printed and also assume responsibility for any claims arising there from made against the Publisher. Publication standards are subject to change or modification at the sole discretion of the Publisher.

The Publisher reserves the right to verify all facts and presentations contained in any advertisement and may reject any advertisement containing misinformation about a company, organization or products and services that are deemed derogatory, negative or may be construed as being libelous. The name of the National Council of Structural Engineering Associations (NCSEA), STRUCTURE magazine, and logos owned by NCSEA and/or its affiliates may not be used

in any advertisement without the express written permission of NCSEA.

The acceptance of advertising does not imply an endorsement by NCSEA or STRUCTURE magazine of the quality or performance of products or services advertised, or any statements contained in such advertising that imply an endorsement of the advertiser or its products or services by NCSEA.

Any advertising resembling the design and format of editorial matter produced by STRUCTURE magazine may be designated as "ADVERTISING" by the Publisher.

Web advertising, which may provide a link to any website not owned or managed by NCSEA and/or STRUCTURE magazine are subject to all of the terms and conditions stated herein. In the case where an advertisement links to a website which is in violation of these policies, such link will be disconnected without recourse or compensation to the advertiser.

Positioning of Advertisements

Positioning of advertisements is at the sole discretion of the Publisher except where a written request for a specified position is accepted by the Publisher.

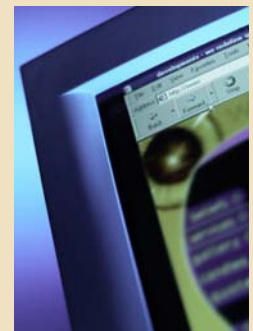
Conditions

Conditions other than rates are subject to change by Publisher without notice. As used in this *Guideline*, the term 'Publisher' shall refer to STRUCTURE magazine and/or the National Council of Structural Engineering Associations (NCSEA) and it's duly contracted publishing company.



STRUCTURE
appreciates your
business!

STRUCTURE magazine...
hands-on information that
readers refer to
time and again



Contact the
Publisher for
Web Advertising
requirements.

STRUCTURE® magazine

Phone: 608-524-1397; Fax: 608-524-4432
publisher@STRUCTUREmag.org

STRUCTURE® magazine

C³ Ink, Publisher
148 Vine Street
Reedsburg, WI 53959

Phone: 608-524-1397

Fax: 608-524-4432

E-mail: publisher@STRUCTUREmag.org



The Practicing Structural Engineer's Resource

Payments, Credit and Commissions

All orders are accepted for space subject to credit requirements as determined by STRUCTURE magazine. Payments for ad insertions are due upon receipt of invoice. Invoices will be mailed within one week of publication mail drop. Agency Commissions are not permitted. Rates contracted are net.

All advertising placed by an entity acting as the agent for another shall be regulated by the Law of Agency as defined by the Uniform Commercial Code. The entity for which any advertising is placed shall be held liable for payment in full for all advertising placed on its behalf whether or not the entity remitted funds to the agent.

Publisher has the right to hold an advertiser and/or its agents jointly and severally liable for such monies as are due and payable to Publisher for advertising which an advertiser or its agent ordered and for which such advertising was published.

Cancellation

No cancellations after the closing date. Contract may be cancelled by advertiser or publisher on written notice 30 days in advance of closing date.

Advertisers who have contracted for space prior to the closing date who have not provided material will be billed for the contracted space. Materials received after the Closing Date for Materials will be charged an additional fee, unless pre-arranged with the Publisher.

We're on the Web!

www.STRUCTUREmag.org



As a joint publication of the National Council of Structural Engineers Associations (NCSEA), the Structural Engineering Institute (SEI) of ASCE, and the Council of American Structural Engineers (CASE) of ACEC, STRUCTURE communicates with practicing structural engineers — every member of the leading structural engineering associations in the United States.

We appreciate the support of our advertisers. Should you be in need of any assistance with regard to the technical requirements for your advertisement, please contact our Production Manager. We will be happy to answer your questions.

*Thank you for your
interest in
STRUCTURE
magazine!*

