

CADALYST MAGAZINE

Mechanical Requirements

Ad Size	Width	Height
2-page Spread (trim)	15½"	10½"
2-page Spread (bleed)	16"	10¾"
Full Page (Trim)	7¾"	10½"
Full Page (Bleed)	8"	10¾"
2/3 Page	4½"	9¾"
1/2 Page Horizontal	6¾"	4¾"
1/2 Page Spread (Bleed)	16"	5¼"
1/2 Page Island	4½"	7¾"
1/3 Page Vertical	2⅞"	9¾"
1/3-Page Square	4½"	4¾"
1/4 Page Vertical	3¾"	4¾"
1/6 Page Vertical	2⅞"	4¾"

Printing: Web Offset

Trim Size: 7¾" x 10½"

Binding: Saddle Stitched

Bleed Size: 8" x 10¾"

Live Matter: ⅜" from all trim edges and gutter

Material Specifications

Digital Data is required for all ad submissions. Preferred format is PDF/X-1a. Acceptable formats are PDF and TIFF/IT-p1. Any ads supplied in non-preferred or non-acceptable formats, such as native application files, will be charged a \$150 processing fee. We cannot guarantee the accuracy of reproduction from any ads supplied in non-preferred or non-acceptable formats, and will not issue any make goods. All supplied film will be copy dot scanned and will incur a \$50 scanning fee.

For detailed instructions, contact the production manager:

Jeannie Hortness

Telephone: 714/513-8431

e-mail: jhortness@advanstar.com

or download digital ad specifications from the Advanstar.com home page at www.Advanstar.com.

A SWOP-certified color proof MUST be forwarded with the digital ad file. If we do not receive a SWOP certified proof, we cannot guarantee the accuracy of the reproduction and will not issue any make goods.

Send SWOP certified color proof and disk to:

Jeannie Hortness, Production Manager

Advanstar Communications

201 Sandpointe Avenue, Suite 600

Santa Ana, CA 92707

Telephone: 714/513-8431