

BPM Strategies

Mechanical Specifications:

Publication Trim Size: 8 1/8" wide x 10 7/8" high

Digital material is preferred

SPECS:

Quark Xpress version 4.1 or earlier (PC)

Quark Xpress version 5.0 or earlier (Mac)

- All graphics and fonts used in advertisement must be included with Quark file.
- ALL FONTS MUST BE POSTSCRIPT
- Color and graphics must be converted CMYK
- Resolution of graphics must be 300 dpi or higher

Adobe Illustrator version 11.0 or earlier (PC)

Adobe Illustrator version 10.0 or earlier (Mac)

- All graphics placed in Illustrator file must be included
- Fonts must be converted to outlines
- Color and graphics must be converted CMYK
- Resolution of graphics must be 300 dpi or higher

Adobe Photoshop version 8.0 or earlier

(PC preferred)

- Color and graphics must be converted CMYK
- Resolution of file must be 300 dpi or higher
- EPS, TIF, and JPG formats are acceptable for output

Artwork can be accepted on a ZIP disk (100 or 250 MB) or CD-ROM. A color proof of the artwork **MUST** be included.

Artwork may also be sent via FTP (contact art director, Tina Lariviere at tina@dbta.com for more information). A color proof **MUST** be sent to our Chatham office (see shipping address below.).

Note: Receipt of non-standard materials will result in additional charges.

Ship all materials to:

Database Trends and Applications
c/o Unisphere Media, L.L.C.
Attn: Advertising Production Manager
229 Main Street
Chatham, NJ 07928
973-665-1120

If you have any questions about the instructions, please contact our advertising production manager:

Debbie Graf
Tel: 973-665-1125
Fax: 973-665-1124
email: debbie@dbta.com

FULL PAGE ADVERTISEMENT

Trim size: 8 1/8" x 10 7/8"

Live Area: 7 7/8" x 10 5/8"

Bleed: add 1/8" safety
margin beyond trim size