



PRINT: MATERIAL SPECIFICATIONS

Print Magazine Sizes

The following rates are just basic guidelines. We offer extensive frequency and package discounts (up to 50% savings) to advertisers who order multiple print ads or who combine print advertising with an online or email campaign. Contact Dave Friedman, friedman@agma.org for a custom quotation that meets your specific marketing goals.

****See File Setup for specifics****

ADVERTISEMENT	SIZE		RATE	ADVERTISEMENT	SIZE		RATE
Full Page <i>Full page ads must have a margin of 0.3125" on all sides and include 0.125" of bleed.</i>	8" x 10.75" 203 x 273 mm <i>(0.3125" margin) (0.125" bleed)</i>		\$3,995	One-Third Square	4.75" x 4.75" 120.5 x 120.5 mm		\$1,595
Two-Thirds Page	4.75" x 9.75" 120.5 x 247.5 mm		\$3,025	One-Third Vertical	2.25" x 9.75" 57 x 247.5 mm		\$1,595
Half-Page Island	4.75" x 7.25" 120.5 x 184 mm		\$2,575	Quarter Page	3.5" x 4.75" 89 x 120.5 mm		\$1,145
Half-Page Horizontal	7.25" x 4.75" 184 x 120.5 mm		\$2,145	One-Sixth <i>sMart Section</i>	2.25" x 4.75" 57 x 120.5 mm		\$550
Half-Page Vertical	3.5" x 9.75" 89 x 247.5 mm		\$2,145	Cover Corner <i>TRIANGLE</i>	3.25" x 3.25" 82.5 x 82.5 mm <i>(0.3125" margin) (0.125" bleed)</i>		\$2,195
				Engineering Showcase <i>Every Issue</i>	Full Page Half Page		\$2,195 \$1,195





Magazine Specifications

Power Transmission Engineering is printed on a web offset press using 100# Gloss cover stock and 50# text stock, then finished with a UV coating and saddle stitched.

File Formats

Press Quality PDFs are preferred. We also accept high-resolution (300 dpi) JPG, TIF, EPS or native artwork files from the Adobe Creative Cloud (*Photoshop, Illustrator or InDesign*). If sending native files, please package fonts and images as well.

File Setup

The ad file as well as all elements must have an effective resolution of at least 300 dpi, placed into the file at 100% and use a CMYK color space. Full-page ads and spread ads must include 0.125-in. bleed. All live material should be kept inside a 0.3125-in. border (safe zone) and also a 1-in. safe zone in the gutter for spread ads.

****Templates are available at powertransmission.com/adinfo-print-templates****

Color

All ads must be CMYK; RGB and PMS colors are not acceptable. Due to the nature of the printing process and paper stock, color may vary somewhat from preferred proofs.

Images

All images must be in CMYK or gray scale mode at 300 dpi saved as JPG, TIF or EPS.

Fonts

Optimum type legibility requires all text to be no smaller than 6-pt. font. Black text must be 100% black. Rich black is not recommended. Please outline all fonts used in your layout.

Design Intervention

The design of an ad is an integral part of the style of *Power Transmission Engineering*. We reserve the final approval rights on design and photography used in all advertisements.

File Submission

Please submit camera-ready files to Dorothy Fiandaca, Advertising Materials Coordinator, at fiandaca@agma.org or upload your high-resolution PDF to <ftp://geartechology.com> (contact us for login credentials).

Technical Questions

Contact Jess Oglesby, Graphic Designer, oglesby@agma.org, telephone (703) 684-6360.

