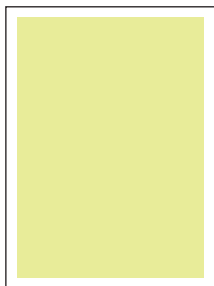


**Trim Size: 9" Wide, 10 7/8" Deep**

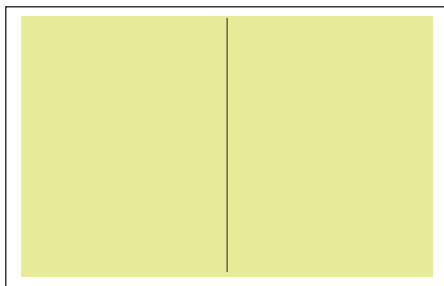
<b>AD SIZE</b>	<b>LIVE AREA &amp; NON-BLEED W x D</b>	<b>BLEED SIZE W x D</b>	<b>TRIM W x D</b>
Full Page/Spread*	7 <sup>3</sup> / <sub>4</sub> x 10	9 <sup>1</sup> / <sub>4</sub> x 11 <sup>1</sup> / <sub>8</sub>	9 x 10 <sup>7</sup> / <sub>8</sub>
2/3 Page	5 <sup>1</sup> / <sub>8</sub> x 10	5 <sup>1</sup> / <sub>2</sub> x 11 <sup>1</sup> / <sub>8</sub>	
1/2 Horizontal	7 <sup>3</sup> / <sub>4</sub> x 4 <sup>7</sup> / <sub>8</sub>	9 <sup>1</sup> / <sub>4</sub> x 5 <sup>5</sup> / <sub>8</sub>	
1/2 Horizontal Spread**	16 x 4 <sup>7</sup> / <sub>8</sub>	18 <sup>1</sup> / <sub>2</sub> x 5 <sup>5</sup> / <sub>8</sub>	
1/2 Island	5 <sup>1</sup> / <sub>4</sub> x 7 <sup>1</sup> / <sub>4</sub>		
1/3 Vertical	2 <sup>1</sup> / <sub>2</sub> x 10		
1/3 Square	5 <sup>1</sup> / <sub>4</sub> x 4 <sup>7</sup> / <sub>8</sub>		
1/4 Vertical	2 x 4 <sup>3</sup> / <sub>4</sub>		
1/4 Square	4 x 4 <sup>3</sup> / <sub>4</sub>		
Footer Ad	7 <sup>3</sup> / <sub>4</sub> x 1 <sup>5</sup> / <sub>8</sub>	9 <sup>1</sup> / <sub>4</sub> x 2	
Front Cover Box (Top Right)	2 <sup>1</sup> / <sub>8</sub> x 1 <sup>3</sup> / <sub>4</sub>	2 <sup>1</sup> / <sub>4</sub> x 2	
Front Cover Box (Bottom)	4 x 1 <sup>1</sup> / <sub>2</sub>		

\* Provide 2-page spread as single page files

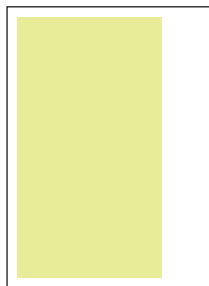
\*\* Allow 1/2" for gutter pull, (1/4" on each side of spread) so that cross-over copy and images remain outside gutter during binding.



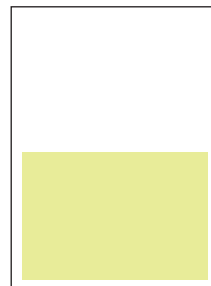
Full Page



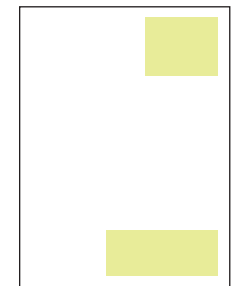
2-Page Spread



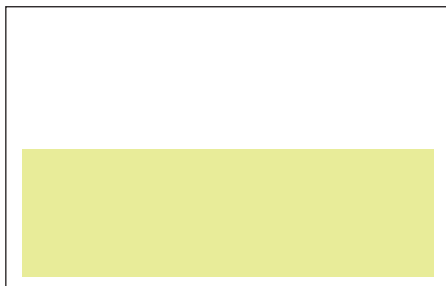
2/3 Page



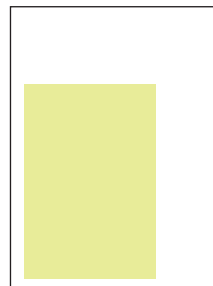
1/2 Horizontal



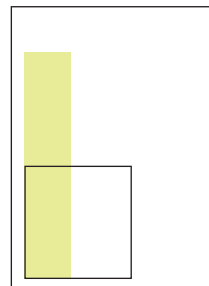
Front Cover Box



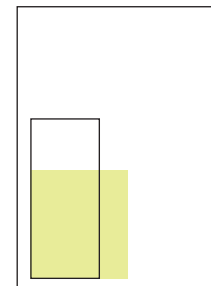
1/2 Horizontal Spread



1/2 Island



1/3 Vertical  
1/3 Square



1/4 Vertical  
1/4 Square



Footer Ad

Ad materials are to be supplied as digital files in the preferred **PDF/X-1a (vector) format**. Create one PDF/X-1a file per ad or ad page; spread ads must be submitted as two single page files.

To match the color expectations of our advertisers, Nielsen Business Media requires the PDF/X-1a file format and a SWOP proof for each ad submitted. Advertiser/agency accepts full responsibility for reproduction variations between the digital file and the printed image for ads submitted in non-preferred formats. Non-adherence to the preferred format may necessitate production fees. Nielsen Business Media is not responsible for making corrections to supplied files.

Customer-supplied digital files and SWOP proofs will be retained for up to three months following publication date and then destroyed unless otherwise requested in writing.

#### PDF/X-1A FILE PREPARATION

Adherence to the following guidelines in application file preparation will aid in successful file conversion:

- Create ad layouts in a professional desktop publishing program such as Adobe InDesign® or QuarkXPress™.
- Orientation: Set native application files in portrait mode at 100% with no rotations.
- Color: Define all colors as Grayscale or CMYK process unless intended to print as a spot color (Pantone) on press. RGB, LAB and ICC based colors are not allowed.
- Images: Must be SWOP-compliant with a minimum resolution of 200 dpi. All high-resolution images and fonts must be included. OPI selections should be turned off. Do not nest EPS files within other EPS files. Save images in TIFF or EPS format, with no embedded color management profiles.
- Set screening at 150 lpi.
- Trim, bleed and center marks should be included in the file but kept outside the "live" area. Bleed must extend 1/8" beyond trim. Keep live matter 3/8" from trim edge.
- Type: Use Postscript Type 1, Open Type or TrueType fonts only. Text containing thin lines, serifs or small lettering should be restricted to one color.
- Layers within the document file must be flattened.
- Generation of acceptable PDF/X-1a files is done by the output of a Postscript file (.ps) which is then distilled through Adobe Acrobat Distiller to avoid font, transparency and layering issues. It is recommended that the PDF file be certified PDF/X-1a using a PDF preflight utility like Adobe Acrobat Professional (version 6 or higher) or Enfocus PitStop.
- Do not export PDF/X-1a files out of page layout applications (Adobe InDesign® or QuarkXPress™).

#### PROOFING REQUIREMENTS

A SWOP certified proof is required for all color ads. Proofs must be representative of the supplied file at actual size and display a printer's color control bar. Alternative proofing formats will be used for content only. Visit [www.swop.org](http://www.swop.org) for a complete list of current certified proofing options.

When calling for spot color (Pantone) usage on press, clearly indicate such on the supplied proof.

#### SUPPORT SERVICES

For user-friendly, online PDF certification, visit [www.magsend.com](http://www.magsend.com).

#### AD SUBMISSIONS

CD or DVD in Macintosh format: Enclose a copy of the insertion order and label the media with the following: Magazine name, issue date, advertiser, agency name, contact name and phone and file name/number

Ad submissions via FTP: Use a ftp program like Fetch (these programs are usually free, and easy to use)

- Go to ftp address:  
[ftp.production.nielsenbusinessmedia.com](ftp://production.nielsenbusinessmedia.com)
- Enter user name:  
NBM\_MN Main issue of *Meeting News*  
NBM\_SM Main issue of *Successful Meetings*  
NBM\_SMS Supplements of *Successful Meetings*
- Enter password: NBMuser01 (case sensitive)
- Drag and drop the file into the window.
- Alert the magazine's production manager that a file has been uploaded.
- Provide a SWOP proof that should be shipped simultaneously.
- File naming: Publication short name or acronym, issue date and ad name.

Example: MN\_March09\_Starwood

**E-mailed ad submissions are NOT acceptable.**

#### MORE INFO

For more information regarding these specifications, contact Adam Schaffer at 646-654-7295 for *Meeting News* and contact Grace Casey at 646-654-7293 for *Successful Meetings* Main issue and *Successful Meetings* Supplements.