



## 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](mailto:friedman@agma.org) for a custom quotation that meets your specific marketing goals.

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

ADVERTISEMENT	SIZE		RATE	ADVERTISEMENT	SIZE		RATE
<b>Full Page</b> <i>Full page ads must have a margin of 0.3125" on all sides and include 0.125" of bleed.</i>	<b>8" × 10.75"</b> <b>203 × 273 mm</b> <i>(0.3125" margin) (0.125" bleed)</i>		\$3,995	<b>One-Third Square</b>	<b>4.75" × 4.75"</b> <b>120.5 × 120.5 mm</b>		\$1,595
<b>Two-Thirds Page</b>	<b>4.75" × 9.75"</b> <b>120.5 × 247.5 mm</b>		\$3,025	<b>One-Third Vertical</b>	<b>2.25" × 9.75"</b> <b>57 × 247.5 mm</b>		\$1,595
<b>Half-Page Island</b>	<b>4.75" × 7.25"</b> <b>120.5 × 184 mm</b>		\$2,575	<b>Quarter Page</b>	<b>3.5" × 4.75"</b> <b>89 × 120.5 mm</b>		\$1,145
<b>Half-Page Horizontal</b>	<b>7.25" × 4.75"</b> <b>184 × 120.5 mm</b>		\$2,145	<b>One-Sixth</b> <i>sMart Section</i>	<b>2.25" × 4.75"</b> <b>57 × 120.5 mm</b>		\$550
<b>Half-Page Vertical</b>	<b>3.5" × 9.75"</b> <b>89 × 247.5 mm</b>		\$2,145	<b>Cover Corner</b> <i>TRIANGLE</i>	<b>3.25" × 3.25"</b> <b>82.5 × 82.5 mm</b> <i>(0.3125" margin) (0.125" bleed)</i>		\$2,195
				<b>Engineering Showcase</b> <i>Every Issue</i>	<b>Full Page</b> <b>Half Page</b>		\$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](http://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](mailto: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](mailto:oglesby@agma.org), telephone (703) 684-6360.

