

# Point of Beginning PRINT SPECS



## Mechanical Information

**TRIM SIZE:** 8.125" x 10.75"

**PRINTING:** Body forms and covers heat-set web offset.

**BINDING:** Saddle-stitched.

**PAPER STOCK:** Body 40 lb. Coated Stock.  
Cover 70 lb. Coated Stock

## Advertising Space Sizes

Size	(non-bleed / width x depth)
Full Page (trim size)	8.125" x 10.75"
2/3 Page (vertical)	4.5" x 10"
1/2 Page (horizontal)	7" x 4.875"
1/2 Page (vertical)	3.375" x 10"
1/2 Page (island)	4.5" x 7.5"
1/3 Page (vertical)	2.125" x 10"
1/3 Page (square)	4.5" x 4.875"
1/4 Page	3.375" x 4.875"
Inside Front Cover	8.125" x 10.75"
Inside Back Cover	8.125" x 10.75"
Back Cover	8.125" x 10.75"

Above sizes allow for 1/8" bleed on all sides. Trim size is 8.125" x 10.75". Total advertising material should be kept at least 3/8" away from final trim, 1/2" from bleed size. Critical material should not run into the gutter. Full page non-bleed dimensions are 8.375" x 11".

**SEND MATERIALS AND INSERTION ORDERS TO:**  
BNP Media, ATTN: Karen Moore, Production Manager  
Email: [moorek@bnpmedia.com](mailto:moorek@bnpmedia.com) · Office: 248-786-1718  
FTP: <http://dfupload.bnpmedia.com>

## Production Information

**SWOP SPECIFICATIONS APPLY.**

> **DIGITAL FILE SUBMISSION:** All materials submitted electronically are subject to review by the production department. Advertisers should send their files electronically using our FTP site. If necessary, we also accept Macintosh-formatted CDs and DVDs.

**THE FOLLOWING MUST ACCOMPANY ANY AD SENT ELECTRONICALLY OR ON DISK:**

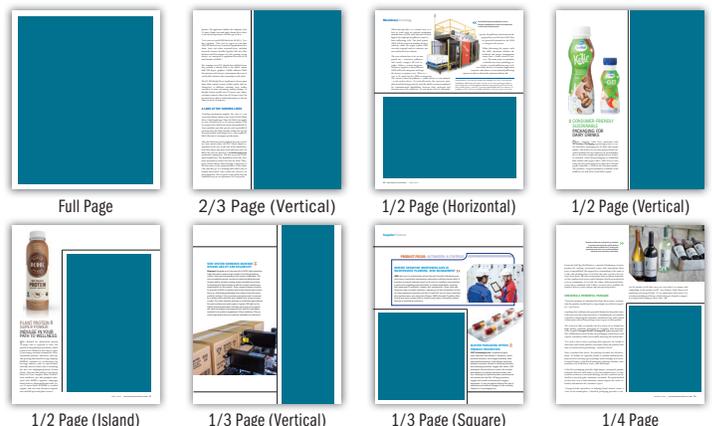
> **AD MATERIALS:** High Resolution PDF-X1a files with fonts and images embedded, CMYK, 300 DPI. Advertisers must provide a color proof for identification purposes.

> **CERTIFIED COLOR PRESS PROOF:** All ads will be printed to the density indicated in the file unless a certified color press proof is provided. Valid types of color proofs include Matchprints, Fujiproof, or digital proofs such as Pictro or Iris. Laser, ink-jet or color copy proofs are acceptable for identification purposes only. If a valid color proof is not provided but is desired, we will produce one at an additional production charge of \$50.

> **PRODUCTION CHARGES:** Artwork, copy changes and other prep work are billed at net, no agency discounts.

> **MATERIAL STORAGE:** Materials are stored by publisher for 1 year from issue date, then destroyed unless otherwise instructed by the advertiser or agency.

## Sample Ad Sizes





Name \_\_\_\_\_  
Phone Number \_\_\_\_\_  
Company \_\_\_\_\_  
Fax Number \_\_\_\_\_  
E-Mail \_\_\_\_\_  
Month Issue Ad to Appear \_\_\_\_\_

**Please enclose a completed form with submission of artwork.**

The *Point of Beginning* Art Department is Macintosh-based, utilizing Adobe InDesign, Adobe Photoshop & Adobe Illustrator. *BNP Media maintains licenses for the most current versions of all programs listed.*

To ensure the best quality output of your ad, and speedier processing, please check off the following areas to indicate that you've read and understood our requirements:

## Page Layout

- InDesign used for ad layout.
- Spreads should not have text or critical images running across the gutter.
- Page size correct: Full Page trim size is 8.125" x 10.75". For bleeds, allow a minimum of 1/8" on all edges. Total advertising material should be kept at least 3/8" away from final trim, 1/2" from bleed size. Critical material should not run into the gutter.
- All font files included: All necessary screen and printer Postscript fonts (Type 1) are enclosed. If both the screen and printer fonts are not included, *Point of Beginning* reserves the right to replace the missing fonts with closest matching fonts we have.
- All placed images included (original Illustrator/Photoshop files that have been used in the InDesign document).
- Spot Color Ads: Any spot colors in InDesign should have Spot Color selected (graphics also should have spot colors matching the name in the InDesign file).
- Black & White Ads: Graphics are saved as grayscale or bitmap.

## Images

- Photoshop files have been saved as CMYK, TIFF format. (No LZW or JPEG compression.)
- Artwork/images are 300 dpi (150 line screen) at actual placed size or a bit larger. (Please keep image size close to 100%, avoid scaling images more than 115%.)
- Illustrator files saved as Illustrator EPS format.
- Convert text to outlines in Illustrator images.
- When trapping Illustrator images, set stroke to .005" overprint.

# Point of Beginning

## SUPPLIED ART CHECKLIST

- Set black to overprint in Illustrator images, includes blacks with CMYK.
- All Pantone colors have been converted to process color (CMYK) unless contracted to run a PMS spot color.

## PDFs

You may supply your ad as a High-Resolution PDF-X1a file, as long as the original InDesign document, with the fonts and images, is sent along with the PDF. If supplying a PDF, please be aware that the art department may not be able to correct any embedded problems relating to fonts, graphics and layout. Please make sure all proper fonts and graphics are embedded by using the checklist here.

## Sending Materials

- > **MAIL:** Send completed artwork to: *Point of Beginning* BNP Media, ATTN: Karen Moore, Production Manager  
FTP: <http://dfupload.bnpmmedia.com>  
Email: [moorek@bnpmmedia.com](mailto:moorek@bnpmmedia.com) • Office: 248-786-1718
- > **FTP:** Files may be uploaded to Point of Beginning's FTP site: <http://upload.bnpmmedia.com> (follow onscreen instructions). Files being FTP'd must have file names including "POB," the issue month and the advertiser name. FTP'd files should be followed by a separate e-mail to Production Manager stating the ad artwork has been FTP'd. Please compress files before sending.
- > **E-MAIL:** Files may be e-mailed to Production Manager at [moorek@bnpmmedia.com](mailto:moorek@bnpmmedia.com). In the email's subject header, please include "POB," the issue month, the advertiser name and the adsize. Large files may not transmit successfully via e-mail.

## Miscellaneous

- If ad is color, color proof of actual ad file submitted is enclosed. I understand that a Kodak-approved proof is the most accurate. Fuji Pictros or IRIS proofs are also acceptable. Most color inkjet or laser printers do not provide accurate color. Only SWOP-standard proofs, such as a Kodak or Fuji, reflect true color.
- Color proof is not enclosed. Color Proof Waiver: I understand that there are color variations when reproducing electronic ads. Since I did not provide *Point of Beginning*/BNP Media with a SWOP-standard color proof, I will not hold them or their vendors responsible for accurate color reproduction.

Signature \_\_\_\_\_

Date \_\_\_\_\_