

PRINT MEDIA & FILE FORMATS

Submitting ads electronically is strongly encouraged.

- File size <5 MB may be emailed to carlotta@modernmetals.com
- For file sizes larger than 5MB, please contact Carlotta Lacy, VP Production, at 312/654-2318 to obtain uploading instructions.
- **Preferred File Format:** PDF/X-1a
- **Alternate File Formats Accepted:**
 - High-resolution, press-optimized PDFs
 - Native Application Files: QuarkXpress or InDesign
Include all screen and printer versions of fonts used and linked high-resolution (300 dpi minimum) images
 - Illustrator (create outlines) or Photoshop files
 - We do not accept files created in Microsoft Word, PowerPoint, Publisher, CorelDraw, Pagemaker or any presentation software.
- **Image Requirements:** All images for ads should be color corrected and provided at or above our minimum resolution requirement of 300 dpi. Image files should be CMYK and in .tif or .eps file format.

Submitting ads digitally is also permitted.

Submit all materials to Trend Publishing, 625 N. Michigan Ave., Suite 1100, Chicago, IL 60611.

Proofs: A SWOP Certified* contract level proof is required for color guidance on press. Color laser & ink jet proofs will only be used for content checking and will not serve as color guidance on press. If a SWOP certified proof is not supplied, Trend Publishing cannot guarantee the color reproduction of your ad.

*For more information on SWOP standards and acceptable proofs, please visit www.swop.org or www.idealiance.org.

Film: Film negatives are not accepted.

Alterations to Materials: Requests for minor changes to existing or on-file materials will be reviewed on an individual basis. Depending on how the original files are set up, it may not be possible to make some changes, and therefore new materials may be requested.

CONTACT

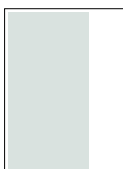
Carlotta Lacy, VP Production
312/654-2318 • 312/654-2323 fax
carlotta@modernmetals.com

MECHANICAL SPECIFICATIONS

PUBLICATION TRIM SIZE: 7.875" x 10.75" (Live area shown; see bleed info and trim size below)



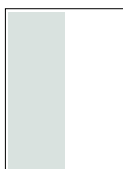
FULL PAGE
7" x 10"



2/3 PAGE
4.5" x 10"



1/2 PAGE ISLAND
4.5" x 7.5"



1/2 PAGE VERT.
3.375" x 10"

Live Area: Keep live matter at least 1/4" away from trim dimensions.

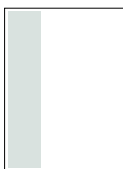
Bleed: Please allow an 1/8" bleed on all sides. Fractional ads do not bleed.

Single page bleed size: 8-1/8" x 11"

2-Page Spread Bleed: 16-1/4" x 11"



1/2 PAGE HORIZ.
7" x 4.75"



1/3 PAGE VERT.
2.125" x 10"



1/3 PAGE SQUARE
4.5" x 4.75"



1/4 PAGE
3.375" x 4.75"

PRINTING

Web offset, SWOP standards apply.

BINDING

Modern Metals & FFJournal: Saddle-stitch
The Metals Directory: Perfect (adhesive)