

Advertising Mechanicals

Technical Quarterly

Circulation: Approximately 2,375

Format: Online Page-turn Journal

Editorial Calendar

Issue	Order Close Date	Materials Due Date	Publication Mail Date
#1, 2012	2/13/12	2/17/12	3/9/12
#2, 2012	5/14/12	5/18/12	6/7/12
#3, 2012	8/20/12	8/24/12	9/13/12
#4, 2012	11/12/12	11/16/12	12/6/12

Ad Size

Space	Width	Depth
Full page	8-1/2"	11"

Acceptable File Formats

Medium: CD or e-mail

Platform: MacIntosh or PC

Software: Adobe InDesign, Illustrator CS, Photoshop CS

Format: PDF

Resolution: minimum 200 dpi

- Embed fonts and flatten all transparencies.
- To be searchable, text must be selectable. Selectable web and e-mail addresses in the copy will be linked.
- The file should not contain hidden layers, masked text, or bleed, gutter, or crop marks.
- Files must be set up at 100% of output size.
- Media files provided in other programs or any other work required to complete the ad will be subject to production charges.

World Brewing Congress Program Book

Circulation: Approximately 1,100

Format: Printed Book

Editorial Calendar

Order Close Date	Materials Due Date
6/5/12	6/12/12

Ad Sizes

Space	Width	Depth
Full page	7"	10"
Full-page bleed*	8-3/4"	11-1/4"
Half-page vertical	3-3/8"	10"
Half-page horizontal	7"	4-7/8"

* Bleed art must measure 8-3/4" x 11-1/4". Keep live matter 1/4" from trim size edges.

Trim Size: 8-1/2" wide x 11" deep

Printing Method: Offset

Stock: Printed on 60-lb opaque offset, with cover on a coated 12-point stock.

Binding: Saddle-stitched

Acceptable File Formats

Medium: CD or e-mail

Platform: MacIntosh

Software: Adobe InDesign, Illustrator CS, Photoshop CS

Format: eps, tif, or PDFv1.3 (Acrobat 4.0 compatible)

Resolution: 4C – 300 dpi; Black and White – 266 dpi

- Four-color ads must be set up as CMYK (including all graphics).
- All fonts and graphics must be included.
- It is requested that a hard copy of the file accompany your file. For color proofing a SWOP-quality contact proof should be supplied.
- Files must be set up at 100% of output size, allowing 1/8" bleed for full page bleed ads.
- Media files provided in other programs or any other work required to complete the ad will be subject to production charges.

The MBAA Communicator

Circulation: Approximately 2,200

Format: e-Newsletter

Editorial Calendar

Ad Close Date: Last Tuesday of each month.

Ad Materials Due Date: Last Tuesday of each month.

E-mail Date: First Tuesday of each month.

Ad Sizes

News Panel Ad: 360 pixels wide x 150 pixels high

Navigation Panel Ad: 135 pixels wide x 150 pixels high

Acceptable File Formats

Medium: CD or e-mail

Platform: MacIntosh or PC

Software: Adobe InDesign, Illustrator CS, Photoshop CS

Format: jpg or gif

Resolution: 72 dpi

Homepage

Format: Online Homepage

Ad Size: 150 pixels wide x 200 pixels high

Editorial Calendar

Homepage ads will be placed online by the Monday of the first full week of each month. Ads should be received by the second week of the preceding month.

General Information—Production Services: Production changes or services are billed at \$100 minimum. Invoice is issued on publication date. **Advertising Material Storage:** Electronic files will be held for one year after print and then discarded unless requested to be returned. **General Policy:** Advertisers and advertising agencies are responsible for all content of advertisements printed and assume responsibility for any claims made against the publisher due to the ad content. The publisher reserves the right to refuse such advertising as they deem inappropriate.