

Here comes the technical part.... PRODUCTION SPECIFICATIONS

If you are ready to advertise with us, here is what we will need from you.

GENERAL SPECIFICATIONS

PRINTING METHOD Web Offset **BINDING** Perfect Bound
PAPER Cover printed on 70-lb. coated offset; text printed on 45-lb. coated groundwood finish **INK** SWOP standard and four-color process
LINE SCREEN 133 lines per inch

All MeetingsNet publications are manufactured CTP (Computer- To-Plate). Advertising materials must arrive in an electronic format.

TRIM SIZE 7-3/4" x 10-3/4"

SIZE	WIDTH	x	DEPTH
2-pg spread (bleed)	16"		11"
Page (bleed)	8"		11"
Page (nonbleed)	7-1/4"		10-1/4"
1/2 pg spread (bleed 3 sides)	16-1/4"		5-3/8"
1/2 pg spread (crossover, no outer bleed)	15-1/4"		4-7/8"
2/3 pg	4-7/8"		9-3/4"
1/2 pg horizontal	7-3/8"		4-7/8"
1/2 pg vertical (island)	4-7/8"		7-1/2"
1/3 pg vertical	2-1/4"		9-3/4"
1/3 pg square	4-7/8"		4-7/8"
1/4 pg	3-5/8"		4-7/8"
1/6 pg vertical	2-1/8"		4-3/4"

SPACE UNIT SIZE IN INCHES: Space can be used only in the above sizes. Space exceeding size indicated in any direction is considered bleed except for gutter bleeds in spread.

DIGITAL AD SPECIFICATIONS

PLEASE CONTACT THE PUBLICATION'S PRODUCTION COORDINATOR WHEN FILES ARE SUBMITTED.

PDF FORMAT Advertisers are encouraged to submit PDF and PDF/X1-A files prepared for press-optimized printing in CMYK with fonts embedded. For an Acrobat Distiller job-options file, and more information on creating acceptable PDF files, visit www.pentonads.com. Please note: PDF files lack the ability to be edited or altered (i.e. phone number, address, etc.). **PREFERRED APPLICATIONS** Ad layouts should be created using either QuarkXPress™; Adobe Pagemaker® or Adobe InDesign®. Provide all supporting graphics and fonts with application files. **PROOFS** Minimal requirement: a text and element proof to assist in preflighting digital ad files. For critical color match, digital halftone proof required (i.e. Kodak Approval, Dupont Digital Waterproof, Fuji FirstProof, etc.). Accurate color reproduction can not be guaranteed without an accompanying SWOP-certified proof. **PHOTO ELEMENTS** 300 dpi, actual size; CMYK color model; .tif or .eps format; no JPEG compression. **LINE ART/TEXT** 600 dpi minimum; CMYK color model; .eps or .tif format with color preview. To avoid registration problems in PhotoShop, black text should be created in black channel only. **COLOR TONE VALUES** To avoid over-saturation of ink, the total combined value of CMYK colors should not exceed 300% (i.e. C=100, M=100, Y=50, K=50). Any one color with a required value over 85% should be made solid. **COLOR MODE** Convert to CMYK prior to submission as color shifts may occur. Ads received in RGB color will be converted to CMYK. **FONTS** When submitting application files, include screen and printer fonts. For illustrations, it is recommended to convert text to outline, however outline text cannot be altered. **LETTERING** Reproduce all reverse lettering with minimal colors. Type smaller than 8 point with fine serifs should be avoided. **MEDIA** Mac or IBM CD, Zip 100, floppy or FTP Upload: <http://www.pentondigitalads.com> (No User ID and Password required) **INSERTS** Contact your Sales Representative for rates, production specifications, and shipping instructions, or visit www.pentonads.com.

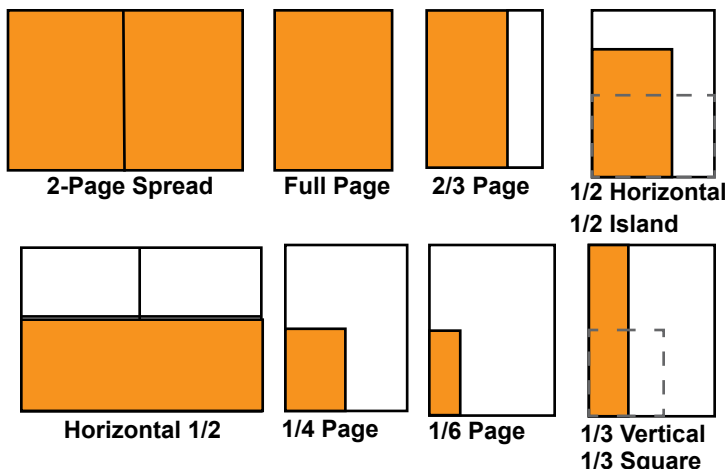
SHIPPING INSTRUCTIONS

SEND ALL ADVERTISING CONTRACTS, INSERTION ORDERS, MATERIALS, AND CORRESPONDENCE TO:

Production Coordinator, Association Meetings/ Corporate Meetings & Incentives/ Financial & Insurance Meetings/ Medical Meetings or Religious Conference Manager, 9800 Metcalf Avenue, Overland Park, KS 66212

CLEARLY MARK: "Advertising Materials"; (913) 967-7214; fax (913) 967-1629; stephen.lambert@penton.com

ADVERTISING MATERIALS MUST BE SHIPPED PREPAID TO PUBLICATION TO ARRIVE BY THE MATERIALS DUE DATE.



ONLINE AD TECHNICAL SPECIFICATIONS

MORE DETAILED SPECS AVAILABLE UPON REQUEST.

ONLINE

FORMATS ACCEPTED Accepted: GIF, Animated GIF, JPEG, HTML, Flash, Unicast, PointRoll, Eyeblander, Enliven, Bluestreak, Motif.

IMAGE DIMENSIONS AND FILE SIZES 728X90, 300X250, 125X125, 120X240, 35K; **FRAMES AND LOOPING** Max Frames = 4, Looping = 3X 3rd Party Ad Serving: Most 3rd Party Ad tags including DART, Atlas, Bluestreak, and Mediafarm accepted. All 3PAS must be accompanied by anticaching documentation. ALL Rich Media must be accompanied by a standard GIF for use as fall back for non-rich media enabled browsers. Standard turnaround time for Banners is 2 business days for non-Rich Media and 5 business days for Rich Media. ALL Rich Media must include a target=blank command that will launch a new browser. Include referring URL.

Send all materials to jimena.canacari@penton.com.

E-NEWSLETTERS

FORMATS ACCEPTED GIF, Animated GIF or JPEG files only.

No Rich Media or Flash. **IMAGE DIMENSIONS AND FILE SIZES** 180x150 button, 15-20k; 50 words with button; 120x240 half tower, 25K; 25 words with half tower **FRAMES AND LOOPING** Max Frames = 4, Looping = 3 times **3RD PARTY AD SERVING** Most 3rd Party Ad tags accepted. 3rd Party Ad tags for e-newsletters must be standard IMG SRC and HREF tags only. All 3PAS must be accompanied by anticaching documentation. Materials due 5 business days prior to e-newsletter blast. Send all materials to jimena.canacari@penton.com.

E-POSTCARDS

FORMATS ACCEPTED GIF, JPEG, HTML, (not accepting rich media at this time) **IMAGE DIMENSIONS AND FILE SIZES** 600x400: 50k limit (materials due 7 days prior to email deployment) Send e-postcard materials to jared.rader@penton.com