

PRINT AD SPECIFICATIONS

Platform: PC or Mac

Materials: Send on CD or post on Nelson Publications' Upload Center web site. Uploads are permissible only if a color proof is mailed or color is not critical. To post your ad material on our Upload Center web site, please access the address listed below and follow the instructions.

Upload Center: <http://www.nelsonpub.com/fileupload>

Recipients E-mail Address: mantraffic@nelsonpub.com

File Format: PDF file using Press Quality job options are required. File must include crop marks and a **1/8" bleed on all sides**, if applicable. Use 300dpi CMYK images with color management off. Embed all fonts. Other file formats can be accepted but may require additional processing time and fees. These include 300dpi CMYK TIF, EPS with fonts converted to paths, and native InDesign or Quark file with packaged fonts and images. If complete font family is not provided with native file, font substitution may occur.

File Naming: Name file with advertiser's name and the issue month. Do not use slashes or quote marks in the file name. Please make sure the ".pdf" extension is included.

Mechanical: Magazine is printed on a Web Offset press. Pages are produced direct to plate using 150 line screen printing. Publication trim size is 7 3/4" x 10 3/4". Keep all essential material 3/8" from trim. Maximum total ink density is 280%. Trapped or overprinted files are not accepted, please set to knock-out. Color cannot be guaranteed if any elements must be converted to CMYK from RGB, LAB or Pantone.

Color Proof: Press-quality color proof, matching SWOP (Standard Web Offset Printing) standards, is preferred and required for color guidance on press. If a press-quality SWOP standard color proof is not provided, publisher does not assume responsibility for color matching or accuracy. Laser and inkjet printouts will be accepted for content only.

Charges: Creative services and ad alterations are available at a \$75. per hour rate, billed in 15 minute increments. A flat fee of \$75. will be charged to convert native files to PDF format. A press-quality SWOP color proof can be generated from a supplied PDF file for \$85.

Assistance: Contact the Production Manager at 800-226-6113 ext.175.

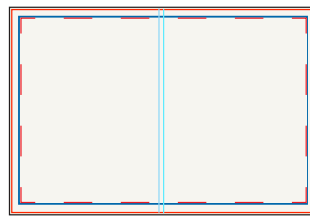
Nelson Publishing Inc.

Send Insertion Orders to:

Laura Moulton, Ad Contracts
 2500 Tamiami Trail North
 Nokomis, FL 34275
 800-226-6113 ext.172
 Fax: 941-966-2590
lmoulton@nelsonpub.com

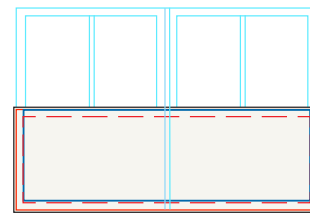
Send Ad Materials to:

MAN - Ad Traffic Manager
 2500 Tamiami Trail North
 Nokomis, FL 34275
 800-226-6113 ext.180
 Fax: 941-966-2590
mantraffic@nelsonpub.com



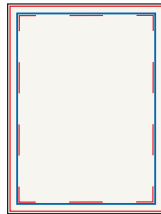
Two Page Spread

■ **Non-Bleed** 14 3/4" w x 10" h
FOR BLEED AD*
 ■ **Trim** 15 1/2" w x 10 3/4" h
 (Live Area** 14 3/4" w x 10" h)



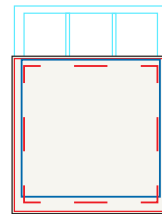
Pony Spread

■ **Non-Bleed** 14 1/2" w x 4 7/8" h
FOR BLEED AD*
 ■ **Trim** 15 1/2" w x 5 3/8" h
 (Live Area** 14 1/2" w x 4 5/8" h)



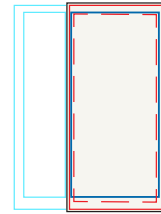
Full Page

■ **Non-Bleed** 7" w x 10" h
FOR BLEED AD*
 ■ **Trim** 7 3/4" w x 10 3/4" h
 (Live Area** 7" w x 10" h)



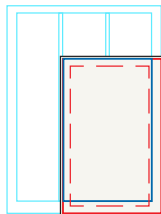
2/3 Square

■ **Non-Bleed** 6 3/4" x 7 1/2" h
FOR BLEED AD*
 ■ **Trim** 7 3/4" w x 8" h
 (Live Area** 6 3/4" w x 7 1/4" h)



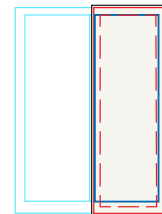
2/3 Vertical

■ **Non-Bleed** 4 1/2" w x 9 3/4" h
FOR BLEED AD*
 ■ **Trim** 5" w x 10 3/4" h
 (Live Area** 4 1/4" w x 10" h)



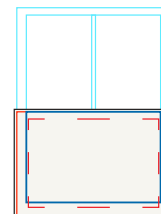
1/2 Island

■ **Non-Bleed** 4 3/8" w x 7 3/8" h
FOR BLEED AD*
 ■ **Trim** 4 7/8" w x 8" h
 (Live Area** 4 1/4" w x 7 1/4" h)



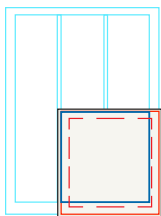
1/2 Vertical

■ **Non-Bleed** 3 3/8" w x 9 3/4" h
FOR BLEED AD*
 ■ **Trim** 3 3/4" w x 10 3/4" h
 (Live Area** 3 1/16" w x 10" h)



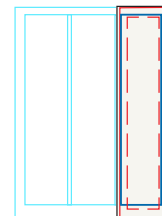
1/2 Horizontal

■ **Non-Bleed** 6 3/4" w x 4 3/4" h
FOR BLEED AD*
 ■ **Trim** 7 3/4" w x 5 3/8" h
 (Live Area** 7" w x 4 1/2" h)



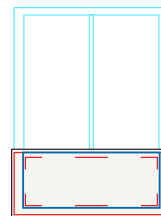
1/3 Square

■ **Non-Bleed** 4 7/16" w x 4 3/4" h
FOR BLEED AD*
 ■ **Trim** 4 7/8" w x 5 3/8" h
 (Live Area** 4" w x 4 3/8" h)



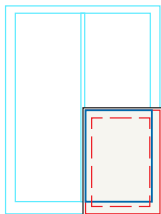
1/3 Vertical

■ **Non-Bleed** 2 1/4" w x 9 3/4" h
FOR BLEED AD*
 ■ **Trim** 2 5/8" w x 10 3/4" h
 (Live Area** 2" w x 10" h)



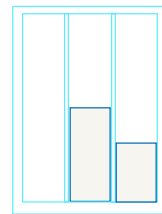
1/3 Horizontal

■ **Non-Bleed** 6 3/4" w x 3" h
FOR BLEED AD*
 ■ **Trim** 7 3/4" w x 3 1/2" h
 (Live Area** 7" w x 2 3/4" h)



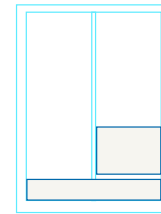
1/4 Vertical

■ **Non-Bleed** 3 1/4" w x 4 3/4" h
FOR BLEED AD*
 ■ **Trim** 3 3/4" w x 5 3/8" h
 (Live Area 3 1/8" w x 4 5/8" h)



1/6 Vertical

■ **Non-Bleed** 2 1/16" w x 4 3/4" h
FOR BLEED AD*
 ■ **Trim** 2 5/8" w x 10 3/4" h
 (Live Area** 2" w x 10" h)



Literature Marketplace

■ **Non-Bleed** 3 3/8" w x 2 1/2" h
FOR BLEED AD*
 ■ **Trim** 7" w x 1 1/8" h

*All Bleed Ads must have 1/8" bleed included on all four sides

**Center Live Area within Trim Area

File Format

1. Nelson Publishing requires electronic files to be in PDF format. If documents are currently in Post Script files, convert to PDF format using Acrobat Distiller 4.0 (or greater) with all fonts embedded (text & image PDF). Flash (SWF) files are also accepted. We cannot accept SWF files created in SWiSH, only Flash. Any SWF files should be accompanied by the FLA file from which they were created.
2. The preferred out resolution of the PDFs is 150 dpi, print ready quality.
3. Supply the PDF compiled as single pages, if not compiled, page numbers must be indicated on file name.
4. Prefer pages cropped to trim. If they cannot be cropped, need crop marks to be at the same location on each page.
5. All pages need to be the same width and height (except for special pages such as gatefolds, belly bands, etc.).
6. Any gatefolds, cover wraps, bind-ins or bellybands clearly indicated.
7. Please do not use any fonts that have a custom encoding.
8. Please convert any ligatures into their proper letters before sending files.
9. PDF files must not use overprint.

Rich Media Opportunities

Specifications

Audio:

- Please send audio files embedded in a Flash document. We also accept .mp3 or .wav files.
- mp3 files should be set at a sample rate of 11kHz, 22kHz, 44kHz or 96kHz.

Animation:

- Please supply animation as Flash 7 or earlier files. We will need .swf AND .fla files supplied. Please note that we cannot use Flash 8 files.
- We do not support animations created using SWiSH.
- Make sure there is no white space around the edge of the Flash animation.
- Set the Flash file to a frame rate of 24 fps.
- For animations that shouldn't loop, please ActionScript it as such.
- Avoid any ActionScript that can affect the Nxtbook engine, such as the `_parent` layer of the animation, `_level0` and `_root` references, or global functions like `setTimeinterval`.
- Animations used on the Nxtbook pages need to be created for display at the maximum zoom size. The normal maximum zoom size is 950 pixels wide, but if the maximum zoom size is made larger or smaller, we will then provide different dimension for the Flash animations accordingly.
- Animations created for the intro page, opposite the cover, should be made at 852x1050 pixels or dimensions that are proportional.
- There should be no links in the animations we are given. We will create the links so they can be tracked.
- There is no file size limit on animations, but for loading purposes, the files should be as small as possible.
- Images should be set to lossless compression instead of photo compression.
- Filenames for Flash animation files (SWFs) should not include special characters such as brackets, question marks, quotes, commas, etc. Underscore characters are ok to use.
- Please do not use any preloading process in the animations.

Video:

- Please send Video files as an .flv or .avi file. We also accept Windows Media Player, Real Video or QuickTime formats.
- When sending QuickTime video files, please avoid using these video codecs: Intel Indeo Video and SoftDV. The recommended video codecs for QuickTime are:
 - Uncompressed video
 - Sorenson Video 1, 2, and 3
 - Motion JPEG A and B
- When sending QuickTime video files, please avoid using the IMA 4:1 audio codec. The recommended audio codecs for QuickTime are:
 - Uncompressed audio
 - ALaw 2:1
 - ADPCM

For questions related to placing rich media into a Nelson Publishing eBook, please contact:

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