

2008 MECHANICAL REQUIREMENTS

For complete preparation guidelines and file delivery information, please visit www.pentonads.com or contact the publication's Production Coordinator.

MULTICHANNEL MERCHANT is manufactured CTP (Computer-To-Plate). Therefore, your advertising materials must arrive in an electronic format.

Printing Method: Web Offset

Binding: Perfect Bound Tabloid

Paper: Cover printed on 70-lb. coated offset; text printed on 36-lb. coated groundwood finish

Ink: SWOP standard and four-color process

Line Screen: 133 lines per inch

TABLOID PAGES—10 3/4" X 14 1/2" TRIM SIZE

	Width x Depth		Width x Depth
1 page	9 1/2" x 13 1/2"	1/2 V page	4 5/8" x 13 1/2"
3/4 H page	9 1/2" x 10"	1/4 SQ page	4 5/8" x 6 3/4"
3/4 V page	7" x 13 1/2"	1/4 V page	2 1/4" x 13 1/2"
1/2 H page	9 1/2" x 6 3/4"	1/4 H page	9 1/2" x 3 3/8"

JUNIOR PAGES

	Width x Depth		Width x Depth
1 page	7" x 10"	1/3 V page	2 1/4" x 10"
2/3 V page	4 5/8" x 10"	1/3 SQ page	4 5/8" x 4 7/8"
1/2 H page	7" x 4 7/8"	1/4 SQ page	3 1/2" x 4 7/8"
1/2 V page	3 1/2" x 10"	1/6 V page	2 1/4" x 4 7/8"

BLEED DIMENSIONS

Tabloid Bleed Page 11" x 14 3/4" (Trims to 10 3/4" x 14 1/2")

Tabloid Bleed Spread 22" x 14 3/4" (Trims to 21 1/2" x 14 1/2")

Junior Bleed Page 7 7/8" x 10 3/4" (Trims to 7 3/4" x 10 5/8")

Junior Bleed Spread 15 3/4" x 10 3/4"

(Trims to 15 1/2" x 10 5/8" 1/8" Trims off each page in gutter, 3/16" trims off foot)

Keep live area 3/8" from trim all around; 1/2" from edge of bleed plate.

DIGITAL AD SPECIFICATIONS

PDF Format: Advertisers are encouraged to submit PDF and PDF/X1-A files provided that they are 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 InDesign®. If submitting application files, provide all supporting graphics and fonts.

Proofs: We minimally require a text and element proof to assist in preflighting digital ad files. For critical color match we require a digital halftone proof (i.e. Kodak Approval, Dupont Digital Waterproof, Fuji FirstProof, etc.) Accurate color reproduction cannot be guaranteed without a 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. In Photoshop, black text should be created in black channel only to avoid registration problems.

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: Ads should be converted to CMYK prior to submission as color shifts may occur. Ads received in RGB color will be converted to CYMK.

Fonts: When submitting application files, include screen and printer fonts. On illustrations it is recommended to convert text to outline, however outline text cannot be altered.

Lettering: Reproduce all reverse lettering with a minimum of colors. Type smaller than 8 point with fine serifs should be avoided.

Media: Mac or IBM CD, Zip 100, floppy.

FTP Upload: <ftp://ftpsrv2.penton.com/adclient/multichannelmerchant>. Please contact the publication Production Coordinator when files are submitted.

SHIPPING INSTRUCTIONS: Send all contracts, orders, insertion instructions, advertising material, and correspondence to: Production Coordinator, MULTICHANNEL MERCHANT Magazine, 9800 Metcalf Avenue, Overland Park, KS, 66212, brenda.wiley@penton.com; Phone: (913) 967-1817; Fax: (913) 967-1629

INSERTS: Contact advertising representative for rates, production specs and shipping instructions or visit www.pentonads.com.

ONLINE AD TECHNICAL SPECIFICATIONS

More detailed specs available upon request

Formats currently accepted: GIF, Animated GIF, JPEG, HTML, Flash, Unicast, PointRoll, Eyeblaster, Enliven, Bluestreak, Motif.

Will accept for testing: DHTML, Audio, Real, Shoshkeles

Non-accepted formats: Java, Java Applet, Video

3rd Party Ad Serving: We will accept most 3rd Party Ad Tags including DART, Atlas, Bluestreak, and Mediafarm. All 3PAS must be accompanied by anti-caching documentation.

Dimensions and file sizes: 728x90; 160x600; 336x280: 35K; Frames and looping: Maximum frames=4; looping=3 times

Materials due: 2 business days prior to posting for banner ads and 5 days prior to posting for rich media ads. Include referring URL and alternate text with instructions.

Cancellation policy: Banners, sponsorships, and newsletters require a 2-week written cancellation notice.

NEWSLETTER AD TECHNICAL SPECIFICATIONS

More detailed specs available upon request

Formats currently accepted: Gif or Jpeg files only. No Rich Media.

3rd Party Ad Serving: We will accept most 3rd Party Ad tags. 3rd Party Ad tags for newsletters must be standard IMG SRC and HREF tags only. All 3PAS must be accompanied by anti-caching documentation.

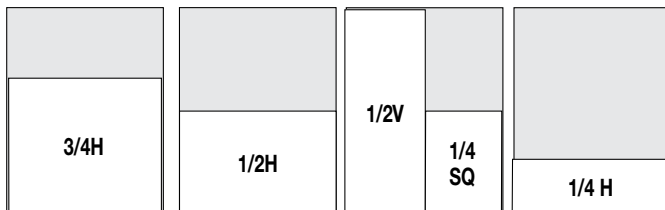
Dimensions and file sizes: 468x60; 120x240; 120x600; 125x125; 120x60: 30K.

Materials due: 2 business days prior to posting for banner ads and 5 days prior to posting for rich media ads. Include referring URL and alternate text with instructions.

Cancellation policy: Banners, sponsorships, and newsletters require a 2-week written cancellation notice.

For more information, visit www.multichannelmerchant.com/advertisers

Tabloid Pages



1 Page: 9 1/2"w x 13 1/2"d

1/2 H Page: 9 1/2"w x 6 3/4"d

1/2 V Page: 4 5/8"w x 13 1/2"d

1/4 H Page: 9 1/2"w x 3 3/8"d

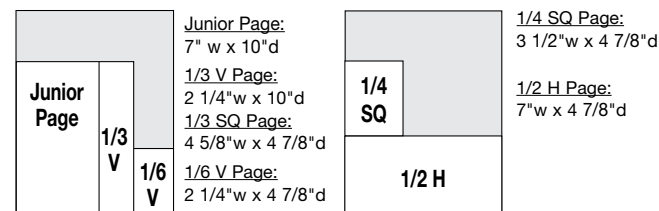
3/4 H Page: 9 1/2"w x 10"d

1/4 SQ Page: 4 5/8"w x 6 3/4"d

Additional Tabloid Page Sizes Available (not shown):

1/4 V page: 2 1/4"w x 13 1/2"d; 3/4 V page: 7"w x 13 1/2"d

Junior Pages



Junior Page: 7" w x 10"d

1/3 V Page: 2 1/4"w x 10"d

1/3 SQ Page: 4 5/8"w x 4 7/8"d

1/6 V Page: 2 1/4"w x 4 7/8"d

1/4 SQ Page: 3 1/2"w x 4 7/8"d

1/2 H Page: 7"w x 4 7/8"d

Additional Junior Page Sizes Available (not shown):

2/3 V page: 4 5/8"w x 10"d; 1/2 V page: 3 1/2"w x 10"d