

## PRODUCTION CONTACT INFORMATION

### Ad Management Services

Los Angeles, CA USA  
Phone: +1 310 445 4213  
Fax: +1 310 445 4209  
Email: ams@cancom.com

### Ad Materials

**FTP, Email, or Send to:**  
Canon Communications LLC  
Attention: PBS-AMS  
11444 W. Olympic Blvd.  
Los Angeles, CA 90064-1549  
USA

### Sales Office

**Send insertion orders to:**  
Canon Communications LLC  
Attention: PBS-Sales  
11444 W. Olympic Blvd.  
Los Angeles, CA 90064-1549  
Fax: +1 310 445 3709

For more information visit [www.cancom.com](http://www.cancom.com) • [www.canonmediakit.com](http://www.canonmediakit.com) • [www.canonespecs.com](http://www.canonespecs.com)

## DIGITAL AD SPECIFICATIONS

**We require digital files. Acceptable formats are: PDF, EPS, TIFF or a Postscript file.** Files should be 300 dpi, CMYK, Grayscale, or Two-Color with fonts and images embedded. Any placed images should be at 100%, 300 dpi, and CMYK or Grayscale. Please do not submit native application files such as Quark, Illustrator, etc. Illustrator EPS files are acceptable if fonts are outlined and all images are embedded at 300 dpi.

**FTP:** Canon Communications has an FTP server available for your use when uploading advertising materials to *Powder/Bulk Solids*. For directions on accessing the FTP server, including IP address and current passwords, as well as usage tips, visit [canonespecs.com](http://canonespecs.com). Compress your files by using Stuffit or Winzip to shrink large files and to protect from corruption. Color proofs should be mailed within one day of the FTP upload.

**Email:** Files can be emailed to [ams@cancom.com](mailto:ams@cancom.com) if they are 5 MB or smaller. Email should state publication name, issue number, advertiser name, contact name and contact telephone number. Compress your files by using Stuffit or Winzip to shrink large files and to protect from corruption. Color proofs should be mailed within one day of sending email.

**Acceptable Media:** We prefer you upload your ad to our FTP server or send it via email (see above), but you may also send your ad on CD. Please include a SWOP approved Iris, Kodak etc. proof of your ad from the file submitted. Clearly label your disc with advertiser name, issue number, ad headline, contact name and contact telephone number.

### Screen Requirements:

2 – color 120 line, 133 maximum  
4 – color 133 line, 150 maximum.

### Density:

2 – color 185% maximum  
4 – color process 300% maximum

**Bleeds:** Allow 1/8" on all sides. Keep live matter 3/8" from trim, head, foot and binding edge. Keep crop marks outside of live area.

**Trim Size:** 10 1/2" x 13 1/2"

### Binding:

Saddle stitch  
\*The Annual Supplier Profile Directory issue is perfect bound.

**Preflight:** All digital ads undergo a preflight inspection process. If an error is detected, the advertiser or agency will be notified immediately. A corrected digital ad file must be resubmitted and accompanied by a new proof, and written instructions to replace and purge the previously submitted file.

\*The annual Industry Master issue has specifications for a standard publication (7 7/8" x 10 3/4")

### Ad Space Units

2 Page Tab Spread  
Bleed:  
21 1/2" x 13 3/4"  
Non-Bleed: 20 1/2" x 13"

Tabloid Page  
10" x 13"

Tabloid Page Bleed  
10 3/4" x 13 3/4"

1/2 Page Tab Horizontal  
Bleed 10 3/4" x 6 1/8"  
(live area not to exceed  
9 1/2" x 6 1/4" centered)

1/2 Page Tab Vertical  
Bleed 5 3/4" x 13 3/4"  
(live area not to exceed  
4 5/8" x 12 1/2" centered)

1/3 Page Tab Vertical  
Bleed 3 3/4" x 13 3/4"  
(live area not to exceed  
3" x 12 1/2" centered)

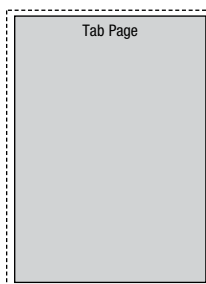
1/3 Page Tab Horizontal  
Bleed 10 3/4" x 5 3/8"  
(live area not to exceed  
9 1/2" x 4 3/4" centered)

1/2 Page Tab Horizontal  
Non-Bleed  
9 1/2" x 6 1/8"

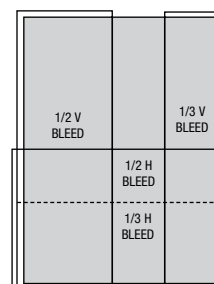
1/2 Page Tab Vertical  
Non-Bleed  
4 5/8" x 12 1/2"

1/3 Page Tab Vertical  
Non-Bleed  
3" x 12 1/2"

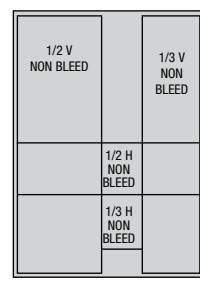
1/3 Page Tab Horizontal  
Non-Bleed  
9 1/2" x 4 3/8"



Tabloid Sizes

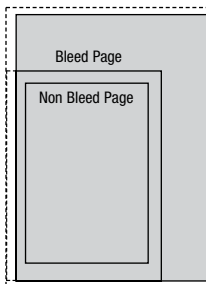


Tabloid Sizes



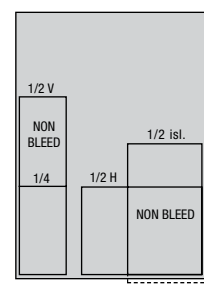
Tabloid Sizes

### Standard Sizes



Bleed Page  
7 13/16" x 10 3/4"  
(live area 7" x 10")

Non Bleed Page  
7" x 10"

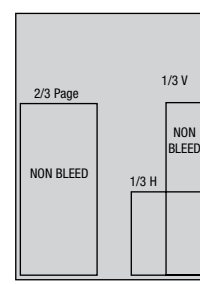


1/2 Page Vertical  
3 3/8" x 10"

1/2 Page Horizontal  
7" x 4 1/8"

1/2 Page Island  
4 1/2" x 7 1/2"

1/4 Page  
3 3/8" x 4 1/8"



2/3 Page Vertical  
4 1/2" x 10"

1/3 Page Vertical  
2 5/8" x 10"

1/3 Page Square  
4 1/2" x 4 7/8"