

Packaging Impressions PRINT AD SPECIFICATION SHEET

Publication Trim Size: 7.75" x 10.5"
Type of Binding: Perfect Bound
Printing Process: Web Offset (SWOP)
of Columns: 3

Gina Montemurro, Ad Operations Manager
 1500 Spring Garden Street, Suite 1200
 Philadelphia, PA 19130
 215-238-5098 | gmontemurro@napco.com

STANDARD PAGE SIZES	LIVE AREA	TRIM	BLEED
Full Page	7" x 10"	7.75 x 10.5"	8 x 10.75"
*Full Page Spread	14.5" x 10"	15.5 x 10.5"	16 x 10.75"
2/3 vertical	4.5" x 10"		
1/2 Page Island	4.5" x 7"		
1/2 Page Horizontal	7 x 4.75"		
1/2 Page Spread	14.5" x 4.75"	15.25 x 5.125"	16 x 5.25"
1/2 Vertical	3.25" x 10"		
1/3 Square	4.5" x 4.75"		
1/3 Vertical	2.125" x 10"		
1/3 Horizontal	7" x 3.25"		
1/4 Page	3.25" x 4.75"		
1/6 Horizontal	4.5" x 2.25"		
1/6 Vertical	2.125" x 4.75"		

- Please submit spread ads as 2 single page pdf files in the SMA portal using your full page trim size for each. This will require 2 separate uploads in the ad portal.
- Keep all live matter 0.375" inside trim of all ad sizes.
- Allow 0.25" safety gutter for ea. page of a spread when type is running across the gutter. Indicate trim on proof
- Fractional ads should be supplied with crop marks at least 0.125" outside the image area.

Please send all print ad materials to the SendMyAd portal

Simply log on to <https://napco.sendmyad.com> to setup your account and upload/approve your print ad.

Digital Specifications/PDF File Requirements

PDF/X-1a is the required file format for *Packaging Impressions* magazine. Sending your ad as a PDF/X-1a protects the integrity of your ad file and ensures that it will print properly. Please upload your ad to the SendMyAd portal as a PDF/X-1a file created with Acrobat Distiller 7.0 or higher.

Please Note:

- Scanned images for display must be high resolution (minimum 200 dpi), saved as CMYK (no RGB or JPEG graphics).
- All fonts must be embedded in the PDF and be Type 1 or 3 - No Truetype.
- Bleeds must be 0.125" outside trim
- All PDFs must be high res/press optimized (PDF/X-1a Compliant)
- Files must be Right Reading, Portrait Mode only 100% size, no rotations.
- If color is critical please provide us with a composite SWOP-certified color proof (with color bars) and send to the Ad Operations Manager at the address below. To see a list of SWOP-certified proofs we accept, please visit <http://www.swop.org/certification/certmfg.asp>. We cannot grant makegoods for poor color reproduction unless a SWOP-certified color proof is supplied with your digital file.
- Ad files must be uploaded to the SendMyAd portal. Log on to <https://napco.sendmyad.com>.
Call the Ad Operations Manager at the number above if you have questions.

Please note: Advertisers or ad agencies that do not comply with these specifications and/or procedures waive all claims to make-goods or refunds and hold harmless Packaging Impressions in any and all production disputes.



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Insert Specifications

- **Publication trim:** 7.75" x 10.5".
- **Minimum insert size:** 4.75" wide x 6" high
- **Maximum insert size:** 8" wide x 10.75" high, which will trim to 7.75" x 10.5" in the book.
NOTE: Insert spine dimension must be larger than the dimension of the width.
(All inserts jog to head and require an 0.125" head trim & gutter trim.)
- Inserts with perforations must be reviewed with Ad Operations Manager prior to manufacturing of the insert. Vertical perforations should be at least 0.5" away from the spine edge.
- Inserts that are maximum size also require 0.125" face and foot trim. Keep live matter 0.375" inside the final trim size.
- Minimum stock: 60# text. Maximum stock: 10 pt.
- Four-page inserts must be supplied folded and within the sizes indicated above. Review inserts greater than four pages or with unusual shapes, folds, or die cuts with a production representative. Inserts not furnished to these standards will incur additional production charges. Check in advance with the Ad Operations Manager for quantity needed 215-238-5098.

"The USPS has set strict standards regarding size, weight, content and/or formatting of inserts, onserts and outserts that will qualify for periodicals rate postage with a periodicals-class magazine. Some examples of items that will not qualify include, but are not limited to, items that are considered to be product samples or items that include the word "catalog". Because of the scrutiny the USPS applies to every insert it is important that you supply us in advance with an actual sample of the item you wish to insert into our magazine so that we may have it evaluated for USPS compliance. If a printed sample is not available you may provide a dummy of the item.

Additional postage will be assessed and passed along to you if you do not provide a sample or dummy in advance for USPS compliance evaluation and the insert is later deemed by the USPS to be non-compliant with periodicals class requirements."

Send six insert samples to: Ad Operations Manager, *Packaging Impressions*,
1500 Spring Garden Street, Suite 1200, Philadelphia, PA 19130

Insert Shipping Instructions

Ship inserts pre-paid to:
LSC Communications
3401 Heartland Drive, Liberty, MO 64068-0298
Attn: Bonnie House, 816-415-6628

Inserts must arrive at the printer at least 7 days prior to publication bind date. Please check with the Ad Operations Manager for specific dates. Deliveries accepted 8:00 a.m. to 3:30 p.m. Monday through Friday. Inserts should be shipped pre-paid, in cartons, on skids (only 1 version per skid allowed), clearly marked *Packaging Impressions*. Include issue date, quantity in each carton, plus the total # of cartons on skids being delivered. Cartons may not exceed 40lbs. Cartons weighing over 40lbs. could incur additional costs for repacking. Affix a sample of the insert to the outside of each carton. Clearly indicate if shipping multiple inserts for multiple issues. Pack two page inserts in cartons, facing the same direction. Four page or greater inserts, or inserts of an unusual shape, fold or die cut, must be discussed with the Ad Operations Manager 215-238-5098. Additional charges will be incurred if insert packing does not meet specific requirements. Please do not ship inserts more than 90 days in advance of issue.

Advertisers or ad agencies that do not comply with the above insert specifications and/or procedures waive all claims to make-goods or refunds and hold harmless *Packaging Impressions*, in any and all production disputes.

Advertisers or agencies may also incur additional production charges if they do not comply with the above insert specifications and/or procedures.