



PRODUCTION SPECIFICATIONS

Ad Artwork Sizes

full page ad
 $8\frac{3}{8}'' \times 11\frac{1}{8}''$
 Trim size $8\frac{1}{2}'' \times 10\frac{7}{8}''$

Live area $7\frac{1}{2}'' \times 10\frac{3}{8}''$
 All text must fall within the live area to make sure nothing is trimmed off.

2-page spread
 (with bleeds; not shown)
 $16\frac{1}{2}'' \times 11\frac{1}{8}''$

$\frac{2}{3}$ vertical
 $4\frac{3}{4}'' \times 10\frac{1}{8}''$

$\frac{1}{3}$ vertical
 $2\frac{1}{2}'' \times 10\frac{1}{8}''$

$\frac{1}{2}$ island
 $4\frac{3}{4}'' \times 7\frac{1}{2}''$

$\frac{1}{3}$ square
 $4\frac{3}{4}'' \times 5''$

$\frac{1}{6}$ vertical
 $2\frac{1}{2}'' \times 5''$

$\frac{1}{2}$ horizontal
 $7\frac{1}{8}'' \times 5''$

Body Stock	45-lb matte
Cover	80-lb matte, UV-coated
Binding	Perfect bound
Trim Size	$8\frac{1}{8}'' \times 10\frac{7}{8}''$

Requirements for Print-Ready Discount

Print-ready materials are electronic files that are properly sized and formatted for publication in *Modern Steel Construction*. Print-ready materials do not require any image or text editing, and they do not have to be re-sized to fit MSC's standard ad sizes.

Ad materials that are improperly submitted, incomplete, or incorrectly sized may be rejected or re-worked at the publisher's discretion. Digital editing charges will apply for ads that require re-work.

A print-ready digital submittal meets the following requirements:

1 Provide an acceptable file format.

- PDF files that meet the PDF X-1a specification (high-resolution PDF files with all fonts embedded) are preferred. A full-size TIFF image of the ad in CMYK format at 300 dots per inch is also acceptable.
- Files saved in native QuarkXPress, Adobe InDesign, Adobe Photoshop, Adobe Illustrator, PowerPoint, or Microsoft Word format do not qualify for the print-ready discount.

2 Provide an acceptable proof.

- Provide a color or black-and-white proof, as appropriate for your ad. Only S.W.O.P.-calibrated color proofs can be used for color matching on press. The publisher will not be responsible for content or color accuracy in ads submitted without an appropriate proof.

3 Submit your ad properly.

- Submit your ad by e-mail sending a PDF file to ggraber@charter.net or download into following dropbox: <http://dropbox.yousendit.com/GloriaGraber675299>. Ads can also be submitted on labeled CD-ROMs or DVDs. Do not put more than one ad on a disc.

Note for Designers

Please do not include crop marks or other printer's marks when creating your PDF files. Do remember to include a $\frac{1}{8}''$ bleed all around for full-page and two-page spread ads.



Send ad materials and proofs to:
 Louis Gurthet | gurthet@modernsteel.com
 3970 S. Manitou Trail | Cedar, MI 49621
 tel: 231.228.2274 | fax: 231.228.7759



Contact Information

For more information about MSC, visit www.modernsteel.com/advertising.php