

# Ad Submittal & Mechanical Requirements

## ADVERTISING MATERIALS REQUIREMENTS

**File format:** Digital files accepted: Adobe InDesign, Adobe Illustrator, or Adobe Photoshop files, accompanied by all associated fonts and graphics files; PDF files with fonts and graphics embedded. Both Mac and PC files accepted.

**Bleeds:** No charge for bleed on spreads or full-page units. Bleeds not available for fractional units. Oversize units will be reduced at advertiser's expense.

**Safety margin:** Keep all live matter within 0.25 inch from trim size of magazine.

**Colors:** Four-color only, CMYK. PMS colors will be matched using CMYK. Ads containing PMS colors will be matched with CMYK and billed at the 4-color rate.

**Resolution:** At least 300 dpi at 100%. Four-color scans must be in CMYK mode (not RGB). Convert all JPEGs and GIFs to CMYK TIFFs and include all fonts.

All ads must match the correct specs. Ads that do not conform to *Insulation Outlook* sizes will be corrected, refused, or replaced with the company's previous ad. Advertisers are responsible for all fees incurred as a result of incorrect ads and may be subject to additional fees if previous ad is published and was larger. *Insulation Outlook* is not responsible for any issues that arise from ad corrections.

## Mechanical Specs

**Publication trim size:** 8-1/4" x 10-7/8"

**Method of printing:** Web offset

**Method of binding:** Saddle stitch

<p><b>Two-Page Spread Bleed</b> 16-3/4" x 11-1/8"</p>	<p><b>Full-Page Bleed</b> 8-3/8" x 11-1/8"</p> <p><b>Full Page No Bleeds</b> 8-1/4" x 10-7/8"</p>	<p><b>Two-Thirds Page Vertical</b> 4-9/16" x 9-3/4"</p>
<p><b>One-Half Island</b> 4-9/16" x 6-3/4"</p>	<p><b>One-Half Page Horizontal</b> 7" x 4-3/4"</p>	<p><b>One-Third Page Vertical</b> 2-3/16" x 9-3/4"</p>
<p><b>One-Quarter Page Vertical</b> 3-5/16" x 4-3/4"</p>	<p><b>One-Sixth Page Vertical</b> 2-3/16" x 4-3/4"</p>	<p><b>One-Third Page Horizontal</b> 4-9/16" x 4-7/8"</p>
<p><b>One-Sixth Page Horizontal</b> 4-3/4" x 2-3/16"</p>	<p><b>Hot Links*</b> Vertical 2-1/8" x 3"</p>	

## Dimensions

<b>Ads</b>	1 or 2 pages	8-3/8" x 11-1/8"
<b>Insert</b>	4 to 24 pages	16-3/4" x 11-1/8" (excluding 6-page gatefold)
<b>Belly band</b>	2.5 to 4-1/2" wide	18 to 21" in length (printed on 50 or 60 lb. paper)
<b>Gatefold</b>	6 or 8 pages	8-3/8" x 11-1/8"

*Center spread is 6 & 8 panel. Width must be .25 narrower than trim. Insulation Outlook trim size is 8-1/4" x 10-7/8". Folded flap must be .125 narrower than covers.*

**Bind-in cards, blow-in cards, and stickers are also available.** For more information, contact Ben Harmon.

## INSERTS

**Rates:** Each insert counts as 1 insertion toward earned rate. Binding the insert is included in the price. Tipping will incur additional charges. Based on the type of insert or finishing requested, other fees may apply. Proof and specs must be submitted to determine pricing.

**Weight:** Inserts can range from 60- to 100-pound offset stock, coated or uncoated.

**Format:** Inserts can be printed for you at an additional fee. They also can be provided by the advertiser in finished form, printed, folded, and ready for binding in sufficient quantity to meet press run of target issue. A sample must be provided to publisher 30 days prior to publication. Inserts are jog to the head, and an additional 1/8" trim is taken. Live area should begin 1/4" below the top of the insert.

## POLICIES

Artwork must be provided electronically. For PDFs, fonts and graphics must be embedded in the file. All other formats must include fonts and graphics linked to the original document. Please preflight your ad before sending it to *Insulation Outlook*. *Insulation Outlook* is not responsible for ad corrections, and any corrections made are at the advertiser's expense. If corrections or changes are made after the material close date, late fees are applicable.

All color ads must be accompanied by a color-matched SWOP that has been output on a SWOP-approved device. Without a proof, neither press nor publisher can be held responsible for correct color, image shift, and image dropout. Laser prints are not acceptable color proofs.

No ad changes will be accepted after the ad material close date unless the substituted ad is of like size and color. If new materials are not received by the material close date for the contracted issue, the previous advertisement will be repeated. Any materials submitted or changed after the material close date are subject to a late fee. Ads must match trim size. Total area density should not exceed SWOP density of 280%. Tints and color type in a 4-color advertisement must be produced in a CMYK equivalent.

If you have questions about how to submit your ad, contact Ashley Lopez, Senior Manager of Production and Design, at 703-464-6422, ext. 117.

## ADVERTISING CONTACT

Contact Ben Harmon at [ads@insulation.org](mailto:ads@insulation.org) for pricing information and mechanical requirements.

## MAILING INSTRUCTIONS

Send all contracts, insertion orders, and correspondence to:  
Ben Harmon, The Townsend Group  
2025 M Street NW, Suite 800  
Washington, DC 20036  
202-367-2456  
Fax: 301-215-7704