

## 2010 Specifications

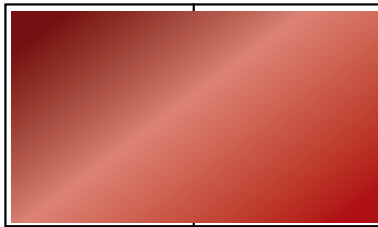
### 2010 Display Advertising Dimensions

Page Trim Size: 7<sup>3</sup>/<sub>4</sub>" w x 10<sup>1</sup>/<sub>2</sub>" h



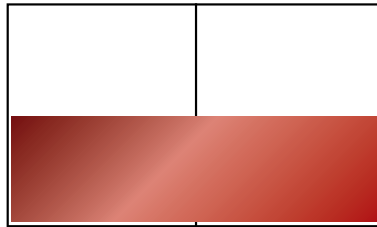
**Full Page**

Live Area: 7" x 10"  
 Trim Size: 7<sup>3</sup>/<sub>4</sub>" x 10<sup>1</sup>/<sub>2</sub>"  
 Bleed Size: 8" x 10<sup>3</sup>/<sub>4</sub>"



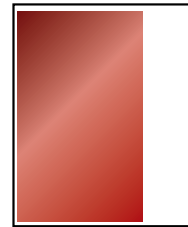
**Spread**

Live Area: 14" x 10"  
 Trim Size: 15<sup>1</sup>/<sub>2</sub>" x 10<sup>1</sup>/<sub>2</sub>"  
 Bleed Size: 16" x 10<sup>3</sup>/<sub>4</sub>"



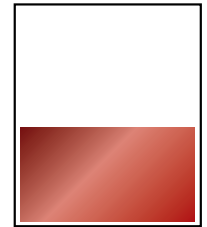
**1/2 Page Spread**

Live Area: 14" x 4"  
 Trim Size: 15<sup>1</sup>/<sub>2</sub>" x 5"  
 Bleed Size: 16" x 5<sup>1</sup>/<sub>4</sub>"



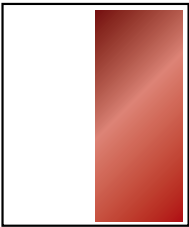
**2/3 Page Vertical**

Live Area: 4" x 9<sup>3</sup>/<sub>4</sub>"  
 Bleed Size: N/A



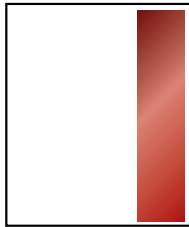
**1/2 Page Horizontal**

Live Area: 7" x 4"  
 Bleed Size: N/A



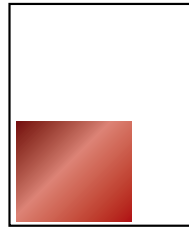
**1/2 Page Vertical**

Live Area: 3" x 9<sup>3</sup>/<sub>4</sub>"  
 Bleed Size: N/A



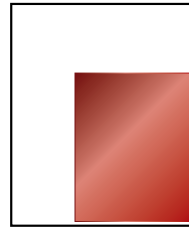
**1/3 Page Vertical**

Live Area: 2" x 9<sup>3</sup>/<sub>4</sub>"  
 Bleed Size: N/A



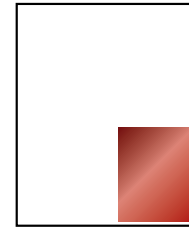
**1/3 Page Square**

Live Area: 4" x 4"  
 Bleed Size: N/A



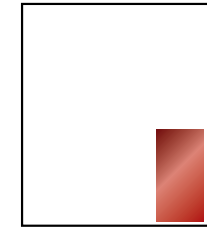
**1/2 Page Island**

Live Area: 4" x 7"  
 Bleed Size: N/A



**1/4 Page**

Live Area: 3" x 4"  
 Bleed Size: N/A



**1/6 Page Vertical**

Live Area: 2" x 4"  
 Bleed Size: N/A

### General Specifications

#### General Rate Policy

Rates are effective as of October 1, 2009. All business under current contracts will be protected for the duration of the contract.

#### Commissions and Terms of Payment

Terms are net 30 days. Any account not paid within 30 days will be subject to a service charge of 1<sup>1</sup>/<sub>2</sub>% per month. Agency commission: 15%; allowed only on invoices paid within 30 days. Payment for any advertising shall be due and payable at publisher's office: 1500 Spring Garden Street, 12th Floor, Philadelphia, PA 19130-4094.

#### Short Rate, Rebate and Rate Protection

Advertisers not using the number of insertions on which their rates are based, within 12 months, shall be short rated for the difference in amount. Advertisers using more insertions than contracted for will receive appropriate rebates.

#### Cancellations

Cancellations not accepted after space reservation closing date.

#### Position Policy

The publisher guarantees no position request unless contracted for at premium rate and assumes no responsibility if position given differs from request.

Mailed the 15th day of month of issue.

#### General Regulations and Policies

All copy subject to approval. The publisher reserves the right to reject or cancel any advertisement for any reason at any time. Advertisements which, in the publisher's opinion, give the illusion of editorial material will carry the word "Advertisement."

In consideration of *All About ROI* acceptance of such advertisements for publication, the agency and the advertiser will indemnify and save harmless *All About ROI* and its officers, employees and agents against all loss, liability, damage and expense of whatsoever nature arising out of copying, printing or publishing of its advertisement including, without limitation, reasonable attorney's fees resulting from claims or suits for libel, violation of rights or privacy, plagiarism and copyright and trademark infringement.

All insertion agreements (insertion orders) shall be governed by the laws of the Commonwealth of Pennsylvania. Claims arising in connection with said agreement, or its performance by either party, may be decided by and in the state and federal courts sitting in the Commonwealth of Pennsylvania. The advertiser and the advertising agency are jointly and severally liable for payment. The advertiser agrees to submit to the personal jurisdiction of such courts as an inducement and consideration for the publisher's acceptance of the order.

## Mechanical Specifications

Printing: Web offset, SWOP standards

Binding: Saddle Stitch

Trim: 7<sup>3</sup>/<sub>4</sub>" x 10<sup>1</sup>/<sub>2</sub>"; Bleed: 8" x 10<sup>1</sup>/<sub>4</sub>"

Spread Bleed: 16" x 10<sup>1</sup>/<sub>4</sub>"

Spread Trim: 15<sup>1</sup>/<sub>2</sub>" x 10<sup>1</sup>/<sub>2</sub>"

### Dimensions

| Ad Size               | Width/Depth   | Ad Size             | Width/Depth   |
|-----------------------|---|---------------------|---|
| Full Page (non bleed) | 7" x 10"  | 1/2 Page Horizontal | 7" x 4 <sup>1</sup> / <sub>4</sub> "                              |
| Full Page Bleed       | 8" x 10 <sup>1</sup> / <sub>4</sub> "                             | 1/3 Page Vertical   | 2 <sup>1</sup> / <sub>8</sub> " x 9 <sup>1</sup> / <sub>4</sub> " |
| 2/3 Page              | 4 <sup>1</sup> / <sub>8</sub> " x 9 <sup>1</sup> / <sub>4</sub> " | 1/3 Page Square     | 4 <sup>1</sup> / <sub>2</sub> " x 4 <sup>1</sup> / <sub>4</sub> " |
| 1/2 Page Island       | 4 <sup>1</sup> / <sub>2</sub> " x 7"                              | 1/4 Page            | 3 <sup>1</sup> / <sub>4</sub> " x 4 <sup>1</sup> / <sub>4</sub> " |
| 1/2 Page Vertical     | 3 <sup>1</sup> / <sub>4</sub> " x 9 <sup>1</sup> / <sub>4</sub> " | 1/6 Page Vertical   | 2 <sup>1</sup> / <sub>8</sub> " x 4 <sup>1</sup> / <sub>4</sub> " |

### PDF File Requirements

PDF is the required file format for *All About ROI* magazine. Sending your ad as a PDF protects the integrity of your ad file and ensures that it will print properly

PDF files must be created with Acrobat Distiller 7.0 or higher using the instructions provided on <http://allaboutroiimag.com/productionspecs>

- Scanned images must be high resolution (between 200 and 400 dpi), saved as CMYK (no RGB or JPEG graphics) as a TIFF or EPS.
- All fonts must be embedded in the PDF and be Type 1 or 3 - No Truetype.
- Bleeds must be .1250" outside trim
- Fractional ads should be supplied with crop marks at least 1/8" outside the image area.
- All PDFs must be high res/press optimized (PDF/X1A Compliant).
- Files must be Right Reading, Portrait Mode only 100% size, no rotations.

## Insert Specifications

Inserts count as one unit toward frequency. Advertisers may combine ROP ads with inserts to earn higher frequency discounts.

### Saddle-Stitched Insert Specifications

Publication trim: 7<sup>3</sup>/<sub>4</sub>" x 10<sup>1</sup>/<sub>2</sub>".

Insert size: minimum size insert is 4<sup>3</sup>/<sub>4</sub>" wide x 6" high;

Maximum size insert is 8" wide x 10<sup>3</sup>/<sub>4</sub>" high, which will trim to 7<sup>3</sup>/<sub>4</sub>" x 10<sup>1</sup>/<sub>2</sub>" in the book.

Note: insert spine dimension must be larger than the dimension of the width.

Minimum stock: 60 lb. text. Maximum stock: 10 point.

All inserts jog to head and require an 1/8" foot and gutter trim.

Inserts that are maximum size also require an additional 1/8" face and head trim.

Keep live copy 3/8" within the final trim.

- 2 page (single sheet) inserts also require a 3 1/2" low folio binding hanger. 2 page (single sheet) inserts supplied without a binding lip will be tipped in, and a production charge will be billed to the advertiser.
- 4 page inserts must be supplied folded and within the sizes indicated above. 4 page inserts also require a 1/4" high folio pick-up lip. Allow 1/8" head trim. Maximum size inserts will take a 1/8" face & 1/8" foot trim.
- Review inserts greater than 4 pages or with unusual shapes or folds or die cuts with the production manager

Please note: Inserts not furnished to these standards will incur additional production charges. Quantity for full run insertion: Contact Production Manager at (215) 238-5300.

*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 "cata-*

- ALL FILES MUST be accompanied by a single page, composite color proof. However if color is critical please provide us with a composite SWOP-certified color proof (with color bars) along with your digital file. To see a list of SWOP-certified proofs we accept, please visit [www.swop.org/certification/systemlist.asp](http://www.swop.org/certification/systemlist.asp). We cannot grant make-goods for poor color reproduction unless a SWOP-certified color proof with color bars is supplied with your digital file. Supplied color lasers will be used as a "guide for color" only.

- Files submitted electronically must be submitted on one of the following forms of removable storage media: CD-ROM or DVD. Ads can be uploaded to our ftp site if accompanied by a faxed black and white laser at time of upload. Ads can also be e-mailed if under 20 megabytes. Call the Production Manager for further detailed information (215-238-5300).

Additional charges will be incurred if ad does not conform to the specs above.

Please note: Advertisers or Ad Agencies that do not comply with the above mechanical specifications and/or procedures waive all claims to make goods or refunds and hold harmless *All About ROI* in any and all production disputes.

### Shipping Instructions

Send all insertions, contracts, and advertising material, plainly marked "Advertising Material" prepaid to:

*All About ROI*, 1500 Spring Garden Street, 12th Floor  
Philadelphia, PA 19130-4094

Attn: Production Manager; Telephone: (215) 238-5300

Production FAX: (215) 238-5297; Sales FAX: (215) 238-5270

Shipping Inserts: See Insert Specifications below.

*log". 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.*

### Mailing/Shipping Instructions

Ship inserts pre-paid to: RR Donnelley

3401 Heartland Drive, Liberty, MO 64068-0298

Attn: Tiffany Sims, (816) 792-6346

Deliveries accepted 8:00 a.m. to 3:30 p.m. Monday through Friday.

Inserts should be shipped pre-paid, in cartons, on skids, clearly marked *All About ROI*. Include issue date, quantity in each carton, plus the total number of cartons on skids being delivered. Cartons may not exceed 40lbs. Cartons weighing over 40lbs could incur additional costs. 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, or inserts of an unusual shape, fold or die cut, must be discussed with the Production Manager (215-238-5300). Additional charges will be incurred if insert packing does not meet specified 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 *All About ROI* 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.

Send six insert samples to: Production Manager, *All About ROI*, 1500 Spring Garden Street, 12th Floor, Philadelphia, PA 19130-4049.