

BINDERY: Saddle Stitched **BOOK TRIM:** 8 1/8" x 10 3/4" **PRINTING METHOD:** Offset **PAPER:** Cover is 80#, #3 sheet. Text is 40#, #5 sheet.

WE ADHERE TO SWOP SPECIFICATIONS. Supply single page digital files [see specifications below] along with two SWOP certified digital proofs of that file.

DIGITAL FILE SPECIFICATIONS		PROOFS	AD MATERIAL CLOSE DATES																																									
<ul style="list-style-type: none"> • TIFF/IT-P1 [Preferred] • <p>Vendor prepared FP, CT & LW files required. CT files should be Res 12. LW files Res 72. Right reading portrait mode only. Supply single pages not spreads. Color bars or register/crop marks should be 1/2" outside the bleed area. Black text should be merged with the LW file. All required trapping must be included with the file. Total density should not exceed SWOP [300%].</p> <ul style="list-style-type: none"> • PDF/X-1a COMPLIANT FILES • <p>Files must be preflighted before submission to Scientific American, especially overprint settings. Any PDF that does not pass our inspection will be rejected and must then be resupplied by the advertiser.</p> <ul style="list-style-type: none"> • Files should not include screening parameters or dot shape. • Only compression compliant with TIFF/IT-P1 and PDF/X-1a standards accepted. 	<p>in layout program.</p> <ul style="list-style-type: none"> • All color in layout application must be set to CMYK, unless printing a spot or 5th color. RGB & Pantone colors must be converted to CMYK. • Art - TIFF or EPS only. All art/scans must be CMYK, Grayscale or Bitmap. No JPEG, GIF, or other method of compression. • Scans - 300 DPI [dots per inch] for continuous tone, 1200 DPI for linework. • Four-color solids must not exceed SWOP total tonal density of 300%. • Supply only the images and fonts [both screen and printer] used in the document. • All traps must be set to Knockout or None in supplied document. • FILE NAMING: Keep file names less than 16 characters in length. Letters, numbers, and underscores are OK. Avoid special characters like @, !, #, &, etc. 	<p>SWOP CERTIFIED Contract Press or Off-Press Proofs Only [ie, Kodak Approval or go to www.swop.org for other options]</p> <p>All proofs should represent actual size, content and color of ad. Include SWOP color & gray balance control bars, and proofing system identification. No soft proofs such as pdfs.</p>	<table border="1"> <thead> <tr> <th>Date of Issue</th> <th>Insertion Orders Due</th> <th>Digital Files Due</th> </tr> </thead> <tbody> <tr> <td>January 2008</td> <td>11/09/07</td> <td>11/20/07</td> </tr> <tr> <td>February 2008</td> <td>12/10/07</td> <td>12/20/07</td> </tr> <tr> <td>March 2008</td> <td>01/10/08</td> <td>01/18/08</td> </tr> <tr> <td>April 2008</td> <td>02/08/08</td> <td>02/20/08</td> </tr> <tr> <td>May 2008</td> <td>03/10/08</td> <td>03/20/08</td> </tr> <tr> <td>June 2008</td> <td>04/10/08</td> <td>04/18/08</td> </tr> <tr> <td>July 2008</td> <td>05/09/08</td> <td>05/20/08</td> </tr> <tr> <td>August 2008</td> <td>06/10/08</td> <td>06/20/08</td> </tr> <tr> <td>September 2008</td> <td>07/10/08</td> <td>07/18/08</td> </tr> <tr> <td>October 2008</td> <td>08/08/08</td> <td>08/20/08</td> </tr> <tr> <td>November 2008</td> <td>09/10/08</td> <td>09/19/08</td> </tr> <tr> <td>December 2008</td> <td>10/10/08</td> <td>10/20/08</td> </tr> </tbody> </table>			Date of Issue	Insertion Orders Due	Digital Files Due	January 2008	11/09/07	11/20/07	February 2008	12/10/07	12/20/07	March 2008	01/10/08	01/18/08	April 2008	02/08/08	02/20/08	May 2008	03/10/08	03/20/08	June 2008	04/10/08	04/18/08	July 2008	05/09/08	05/20/08	August 2008	06/10/08	06/20/08	September 2008	07/10/08	07/18/08	October 2008	08/08/08	08/20/08	November 2008	09/10/08	09/19/08	December 2008	10/10/08	10/20/08
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<p><i>Other acceptable formats:</i></p> <ul style="list-style-type: none"> • NATIVE APPLICATION FILES • <p>PAGE LAYOUTS - QuarkXpress 6.0 or 4.1 and InDesign CS3 or earlier</p> <p>ARTWORK - Photoshop CS3 and Adobe Illustrator CS3 or earlier.</p> <p><i>We cannot accept Illustrator 9 files.</i></p> <p><i>Other requirements:</i></p> <ul style="list-style-type: none"> • All layered native files must be flattened. • Create document to trim size and extend bleed at least 1/8" beyond page edge. • Fonts - Supply only fonts used in document. Postscript Type 1 and True Type accepted, no Multiple Master fonts. • Do NOT apply style attributes to basic fonts 	<p>ACCEPTABLE MEDIA [MAC PLATFORM]</p> <ul style="list-style-type: none"> • CD-ROM or DVD • Supply media with a printed list of disk contents and provide address if return of media is required. 	<p>PAGE DIMENSIONS [IN INCHES]</p> <p>BOOK TRIM SIZE: 8-1/8 x 10-3/4</p> <p>NON-BLEED:</p> <p>Spread: 15 x 10 Full page: 7 x 10 2/3 Vertical: 4-1/2 x 9-1/2 1/2 Horizontal: 6-3/4 x 4-1/2 1/3 Vertical: 2-1/8 x 9-1/2 1/3 Horizontal: 4-1/2 x 4-5/8 1/6 Vertical: 2-1/8 x 4-5/8</p> <p>BLEED:</p> <p>[Keep live matter 1/2" from any edge of bleed plate]: Spread: 16-1/2 x 11 Full page: 8-3/8 x 11 2/3 Vertical: 5-1/4 x 11 1/2 Horizontal: 8-3/8 x 5-1/2 1/3 Vertical: 3 x 11</p>																																										
<p>ELECTRONIC RECEIPT CAPABILITIES</p> <p>Wam!net, FTP [for FTP, use "Fetch Software," www.fetchsoftworks.com, to send all files through to our FTP site].</p> <p>Host: sa-ftp.sciam.com, User ID: advertiser, Password: adtest, Directory: Advertisers</p> <p>[all words are case-sensitive]</p>		<p>ADDITIONAL INSTRUCTIONS</p> <p>FOR FURTHER GUIDANCE ON DIGITAL SPECIFICATIONS: Silvia De Santis, Prepress/Quality Manager: 212-451-8455 or sdesantis@sciam.com</p> <p>INSERTION ORDERS: Constance Holmes, Advertising Accounting and Coordination Manager, Scientific American, 415 Madison Ave., 11th Fl., New York, NY 10017, Fax: 212-754-1138</p> <p>PRINTING MATERIALS & MATERIAL EXTENSIONS: Carl Cherebin, Ad Production Manager, Scientific American, 415 Madison Ave., 12th Fl, New York, NY 10017, Phone: 212-451-8251 • Fax: 212-755-3034</p> <p>INSERTS TO: Mount Jackson Press, 377 Industrial Park Road, Mount Jackson, Virginia, 22842 Attn: Tina Clutter</p>																																										