

2013 **PM** Advertising Specifications

BNP Media has completely converted all publications to a computer-to-plate workflow and film is no longer accepted. We strongly encourage advertisers to supply digital files instead of film. Please call your production manager if you need assistance creating digital files.

1. PRINTING SPECIFICATIONS

Publication Trim Size: 8 3/4" x 10 3/4"

Binding: Saddle Stitched (most issues)

Printing: Heat-set, web-fed offset.

Paper: Cover is 70# enamel; body is 45# enamel.

Proofs: Laser proofs of all publication-set advertisements will be furnished for approval provided deadlines are met. Proofs of other material will not be sent unless requested.

Screen: 150 Line Screen

Digital Ad Requirements

Platforms: Macintosh preferred. (IBM-compatible accepted, fonts will be replaced by Mac versions)

Preferred File formats: InDesign, Quark, Photoshop and Illustrator files accepted. PDF's are accepted, please call your production manager for correct Distiller settings.

Photos: 300 dpi saved as TIFF or EPS. Color images must be CMYK. Do not compress graphics using JPEG or LZW.

Colors: All colors used should be CMYK, unless a spot color has been purchased.

Electronic Submission: CD-ROM disks accepted. E-mail and FTP options should be discussed with the magazine's production manager. All artwork (photographs, logos, clipart, etc.) and all fonts (both printer and screen fonts, Postscript Type 1 fonts recommended) must be included. A screened contract quality proof created from the final electronic file must be submitted with each color ad. Kodak Approval proofs preferred. Iris or other SWOP Standard proofs accepted. Color cannot be guaranteed unless an acceptable proof is provided. Please supply B&W laser printout for B&W ads.

Ad size: Crop marks for full page ads should be at trim size 8 3/4" x 10 3/4". Bleed ads should extend beyond trim crop marks by 1/8" on each side. Vital matter must be kept at least 3/8" away from trim edges. Fractional ads should match sizes published in media kit.

2. AGENCY COMMISSION

A discount of 15% on gross billing is allowed to recognized agencies on space, color and position charges. Invoices are issued on the date the publication mails.

Commission is not allowed on mechanical or handling charges, insert trimming or special binding, reprints or non-display classified advertising.

3. PAYMENT TERMS

Invoices are payable in US Funds only, Net 30 days. 1 1/2 % per month service charge thereafter (1/2 % in Texas). Advertisements originating outside of the U.S. must be prepaid. Extension of credit is subject to the approval of the Credit Department. First time advertisers will be required to provide credit information or prepayment at the start of their advertising program.

Publisher reserves the right to hold advertiser and/or agency jointly responsible and severally liable for money due and payable to the Publisher. Should it become necessary to refer any outstanding balance to an outside agency or attorney for collection, customer understands and agrees to pay all collection costs, including finance charges, court costs and attorney fees.

4. COMBINATION RATES

Combination rate card frequency discounts are available with other BNP Media publications, including *Walls & Ceilings*; *Environmental Design & Construction*; *Plumbing & Mechanical*; *PM Engineer*; *Reeves Journal*; *Plumbing-Heating-Cooling*; *Point of Beginning*; *The Air Conditioning, Heating & Refrigeration News*; *Appliance Design*; and *SNIPS*. Consult Publisher for details.

2012 **PM** Advertising Specifications cont.

5. INSERTS

Rates: Highly discounted rates for supplied and ROP inserts are available. Contact your Plumbing & Mechanical representative or Publisher for ROP details. Specifications, Quantities and Shipping Instructions: Contact production manager for details.

6. REGIONAL AND SPLIT RUN

Insertions made on state or ZIP Code basis. Accepted in full-page ad format. Availability is limited. Consult Publisher for rates and availability.

7. SHORT RATE AND REBATES

Advertisers will be short rated if, within a 12-month period from the date of the first insertion, they do not use the amount of space upon which their billings have been based.

Advertisers will be rebated if, within a 12-month period from the date of the first insertion, they have used sufficient additional space to warrant a lower rate than that at which they have been billed.

8. CONTRACT AND COPY REGULATIONS

Whenever an error is made that materially affects the value of the advertisement, a corrected advertisement will be inserted in the next issue on request without additional charge. No reinsertion will be made or allowance given due to slight changes that do not lessen the value of the ad. The same rule applies to minor typographical errors. Claims for refund or adjustment on bills must be made by the 15th of the month. No allowances or rerun given except for the first wrong insertion. The Publisher is not responsible for errors in key numbers or advertiser index. Advertisers and advertising agencies assume liability for all content (including text, representation and illustrations) of advertisement printed and also assume responsibility for any claims arising from the ad made against the Publisher. The Publisher reserves the right to reject an advertisement that does not conform to the publication's standards.

No cancellation accepted after published closing date. Contracts may be cancelled by advertiser or publisher on written notice 30 days in advance of closing date.

9. PUBLISHING SCHEDULE

Published monthly; issued on or before the 10th of each month. All materials for display and classified advertising, including complete digital files and proof, alterations and insertion orders, must be received within 5 days of the advertising closing date.

10. CIRCULATION INFORMATION

Plumbing & Mechanical is distributed nationally through second-class mail and is audited annually by BPA International. Through BPA, Plumbing & Mechanical provides a twice-annual Publisher's Statement available to all prospective and current advertisers. Copies can be obtained by contacting your Plumbing & Mechanical advertising representative.

11. SHIP ALL MATERIALS TO:

Plumbing & Mechanical Magazine

Attn: Lisa Rahimpour

8495 Elkrun Dr.

Clarkston, MI 48348

Phone: (248) 620-4180

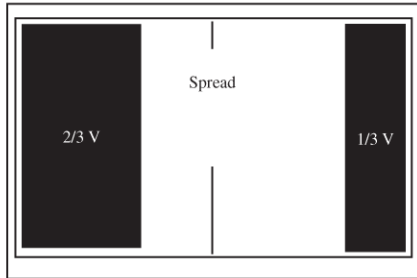
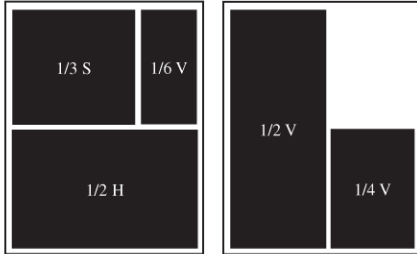
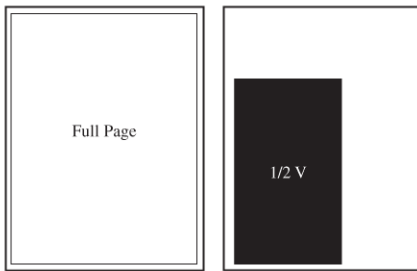
Fax: (248) 244-3910

Ads can also be sent via BNP's FTP. If you have questions, call Lisa for assistance at (248) 620-4180.

Please use the following steps to submit your files:

1. Go to <http://upload.bnpmmedia.com>.
2. For Publication name, use the drop-down menu and select PM.
3. Use the "Browse" button to select the file to upload (one file at a time). Tip: "Zip" your files together for easy upload
4. Enter your name or company name.
5. Enter either an e-mail address or phone number so we can contact you if there is a problem with the file(s).

PM Supplied Art Checklist



Full Page: 7 3/4" x 10"
(non-bleed)

Full Page Bleed: 9" x 11"
(8.25 x 10.25" live)

Spread Trim : (15.5" x 10" Live Area)
(non-bleed)

Spread Bleed: 18" x 11"
(16.50 x 10.25")

2/3 Page Vertical: 5" x 10"

1/2 Page Vertical: 3.75" x 10"

1/2 Page Horizontal: 7.75" x 4.875"

1/2 Page Island: 5" x 7.5"

1/3 Page Vertical: 2.5" x 10"

1/3 Page Square: 5" x 4.875"

1/4 Page Vertical: 3.375" x 4.875"

1/6 Page Vertical: 2.5" x 4.875"

PM

Send completed artwork to:

Plumbing & Mechanical

Attn: Lisa Rahimpour

8495 Elkrun Dr.

Clarkston, MI 48348

Phone: (248) 620-4180

Fax: (248) 244-3910

RahimpourL@bnpmedia.com

http://upload.bnpmedia.com

Name _____

Phone _____

Company _____ Fax _____

E-Mail _____

Month Issue Ad to Appear _____

Please enclose a completed form with submission of artwork.

Plumbing & Mechanical Art Department is Macintosh-based, utilizing InDesign, Adobe Photoshop 7.0 & Adobe Illustrator 10.0. Please feel free to contact me if you have any questions.

To ensure the best quality output of your ad, and speedier processing, please check off the following areas to indicate that you've read and understood our requirements:

Page Layout

- _____ InDesign is used for ad layout. (Please call to make special arrangements if you do not utilize InDesign.)
- _____ Page size correct: Full Page trim size is 8 3/4" x 10 3/4". For bleeds, allow a minimum of .125 on all edges (9" x 11"). Avoid placing live images or text too close to the edge of the page, allow a .25" margin around the edge of trim (8.25" x 10.25" live area). See the table on the left for other ad sizes.
- _____ All font files included: All necessary screen and printer Postscript fonts (Type 1) are enclosed. If both the screen and printer fonts are not included, Plumbing & Mechanical reserves the right to replace the missing fonts with closest matching fonts we have.
- _____ All placed images included (original Illustrator/Photoshop files that have been used in the InDesign document).
- _____ All Pantone colors have been converted to process color (CMYK) unless contracted to run PMS ink.

Images

- _____ Photoshop files have been saved as CMYK, TIFF format. (No LZW or JPEG compression.)
- _____ Artwork/images are 300 dpi (150 line screen) at actual placed size or a bit larger. (Please keep image size close to 100%, avoid scaling images more than 115%.)
- _____ Illustrator files saved as Illustrator EPS format.
- _____ Convert text to outlines in Illustrator images.
- _____ When trapping Illustrator images, set stroke to .005" overprint.
- _____ Set black to overprint in Illustrator images, includes blacks with CMYK.
- _____ All Pantone colors have been converted to process color (CMYK) unless contracted to run PMS ink.

Miscellaneous

- _____ Files have been saved on one of the following types of media:
- _____ Iomega Zip 100 Mb _____ Floppy diskette _____ Compact Disc
- _____ I would like my disk returned, and have included a return shipping label.
- _____ If ad is black and white, a laser hard copy is enclosed.
- _____ If ad is color, Color proof of ad is enclosed. I understand that a Kodak-approved proof is the most accurate. 3-M Rainbows or tear sheets are also acceptable. Most color inkjet or laser printers do not provide accurate color.
- _____ Color proof is not enclosed. Color Proof Waiver: *I understand that there are color variations when reproducing electronic ads. Since I did not provide Plumbing & Mechanical with a color proof, I will not hold them responsible for 100% accurate color reproduction.*

Signature _____ Date _____