

Rocket Science Publishing, Inc.

Smart Ideas Magazine Production Specifications Sheet

Closing Dates for 2008

Issue	Insertion Order Closing Date	Printing Materials Closing Date
Spring 2008	01/31/08	02/06/08
Summer 2008	04/04/08	04/18/08
Fall 2008	07/03/08	07/18/08
Winter 2009	10/03/08	10/17/08

Insert Information

Availability	Two to eight-page inserts are available. For Special Inserts, consult publisher.
Acceptance	A paper and insert sample must be submitted to the publisher for approval.
Charges	Furnished inserts are billed at black-and-white space rate at frequency earned, commissionable. Rate is earned black-and-white page rate.
Sizes and Specifications	All inserts to be supplied untrimmed, printed, folded (except single leaf) and ready for binding. Varnished inserts are acceptable at the publisher's discretion. Inserts should be shipped FOB, properly packed on platforms that are 4'x4'. Each load should be a maximum of 5 feet from upper surface of platform to top of load.
Trimming	Trim size 8" x10 3/4". On both two-page and four-page inserts, allow 3/16" trim on foot, and 1/8" trim on all other sides. A 3/8" lip should be left on low folio side for saddle-stitching. Copy that is not to bleed should be kept at least 1/4" from trimmed edges.

Quantity of Smart Ideas Magazine: 660,000

Insert Packing Carton packing preferred with publication name, issue date, and insert quantity clearly marked.

Ship Inserts to: Contact Publisher

Mechanical Requirements

Safety: 1/4"	Ad Sizes:		Bleed Sizes:	
	Width	Depth	Width	Depth
2 facing pages	15-1/2"	10-1/4"	16-1/4"	11"
Single page	7-1/2"	10-1/4"	8-1/8"	11"
2/3 page (horizontal)	7-1/2"	6-3/4"	8-1/8"	7-1/8"
1/2 page (horizontal)	7-1/2"	5-1/8"	8-1/8"	5-9/16"
1/2 page (vertical)	3-1/2"	10-1/4"	4-1/8"	11"
1/3 page (vertical)	2-1/2"	10-1/4"	2-3/4"	11"
2/3 page (vertical)	5"	10-1/4"	5-1/4"	11"

Paper Stock: 40 lb Web Gloss
Type of binding: Saddle-Stitched
Half-tone Screen: 133-line screen recommended

Ship Ad Material to: Production Dept.
 Rocket Science Publishing, Inc.
 223 Wall St, #155
 Huntington, NY 11743-2060
 631-423-3827

BRC: BRC inserts require 3 1/2" flap for binding. All BRCs will be jogged to foot.

Specifications for Electronic Files

We will only accept files saved in PDF format. Please follow these instructions when providing ads or pages as PDFs for printing.

- Allow at least 1/8 of an inch bleed on all four sides of the page or ad if it is meant to bleed off the page.
- Allow 1/8 of an inch safety margin from the outside trim if the copy is not supposed to bleed off the page.
- Make sure that there are crop or registration marks to identify the actual final trim of the ad.
- Any image files should be supplied in CMYK format. When converting RGB images to CMYK, use only the Photoshop generic conversion with no CMYK conversion profiles applied. Photos need to be at least 300 dpi at 100%. We will apply the appropriate profile for our presses when we process your job. Please contact us for Color Management Specifications. Continuous tone images should be scanned at minimum of 300 dpi. 150-line linework (logos, type, etc.) should be scanned at minimum 1200 dpi. Live images should be Scitex CT/LW, EPS, or TIFF.
- Use line widths .25 point or more. Do not use the predefined "Hairline" width rule in any application. Instead, define your own hairline with rule as .25 point.
- All text 48 pt. and smaller that is intended to print as black should be made up of 100% black only, not black plus under color. Also be sure that this text is NOT set to registration in the color palette.
- All solid black backgrounds or boxes that are intended to print as solid black, should be set up as 100% black, 50% cyan, and 50% magenta. This does NOT include hairlines or rules of any kind. They should be set up only as 100% black.
- Do not use dot percentages of any color below 3%.
- Maximum of 300% Total Area Coverage (TAC) for all 4-color process in a given area, provided only one color is solid.
- If your files contain trapping information that you wish the printer to maintain when they RIP your job, please inform us as a Special Instruction when you submit your files. Unless we receive Special Instructions, the printer's RIPs will ignore any trapping information in files to be processed, and they will use their own trapping.
- Do not use TIFFs with background "None" in QuarkXPress. This will only give a rough, choppy outline. Instead, make a clipping path and save as an EPS. Do not use TIFFs with clipping paths in Quark 4.
- If your job is using any PMS spot colors please call us in advance to discuss how to build the files.
- When producing the PDF, be sure that the "embed all fonts" option is checked, and that the PRESS OPTIMIZED job option is used.
- Once the PDF is created, please open it and verify that there are trim marks, 1/8 of an inch bleed, and that the page or ad is centered on the PDF (this last instruction may require you to make your document size larger than the final trim, otherwise the needed marks will not be displayed).

GENERAL

- Clearly label all disks with: Your Name, Publication Name and Issue Date. Also, supply printouts of the contents of each disk. Only send copies of your files-never the originals.
- We must have an up to date, 100% sized printout for each page. We will not be held responsible for the integrity of the RIPed files without this printout, since this is compared to our color proof as a quality control measure. Laser proofs should be marked up to show whether graphics are for position only ("FPOs") or "LIVE."
- Silhouettes should be marked "SILO." Partial outlines must also be indicated. Shadows must be requested on the laser, if desired. Remember to include the lasers again when resubmitting the files for corrections.
- Material will be held one year from date of last insertion and destroyed.