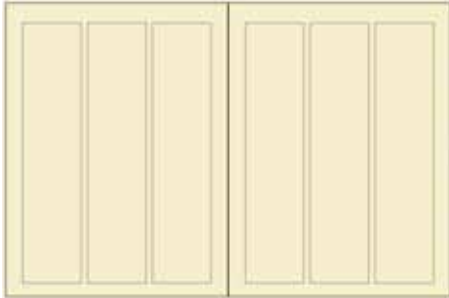


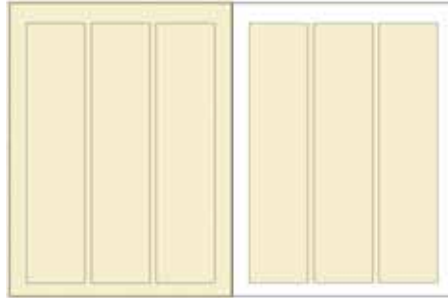


# INDUSTRIAL FABRICS ASSOCIATION INTERNATIONAL Magazine Advertising Specifications

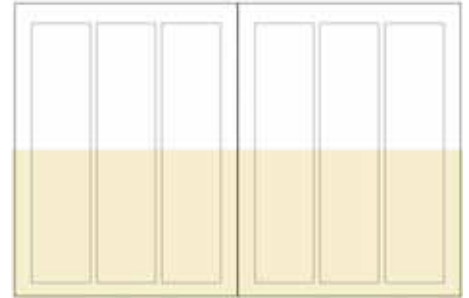
Final size 8¼" x 10⅞" (209.55mm x 276.25mm), saddle-stitched or perfect bound, printed on 60lb.—100lb. #3 matte text stock.



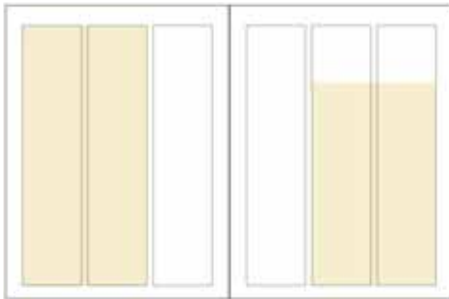
**Two Page Spread, bleed**  
16¾ W x 11⅞ H  
225.45mm x 282.5mm



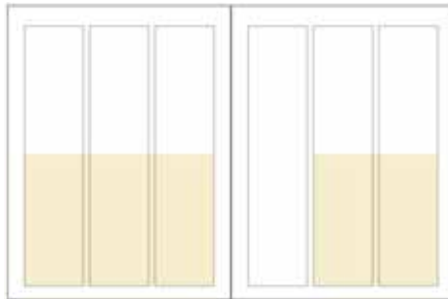
**Full Page, bleed**      **Full Page, no-bleed**  
8½ W x 11⅞ H      7 W x 10 H  
216mm x 282.5mm      178 mm x 254 mm



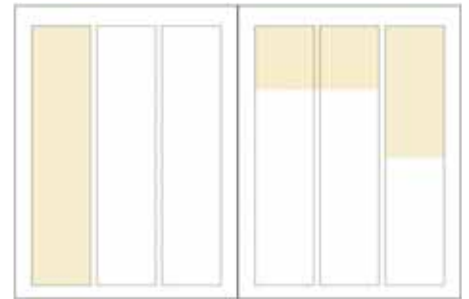
**½ Horizontal Spread, bleed**  
16¾ W x 5⅞ H  
225.45mm x 141.25mm



**2/3 Vertical**      **½ Island**  
4½ W x 10 H      4½ W x 7 ½ H  
114.30mm x 254mm      114mm x 190mm



**½ Horizontal**      **1/3 Horizontal**  
7 W x 4⅞ H      4½ W x 4⅞ H  
178mm x 124mm      114mm x 124mm



**1/3 Vertical**      **1/6 Horizontal**  
2⅞ W x 10 H      4½ W x 2 ⅞ H  
54mm x 254mm      114mm x 60mm

Maximum text area for spread & bleed ads:  
⅜ (10mm) safety from top and bottom.  
⅜ (16mm) safety from outside edges.  
⅜ (3mm) total gutter safety (⅛" each side).

Maximum text area for full page and ½ horizontal bleed ads:  
⅜ (10mm) safety from top, bottom and each side.

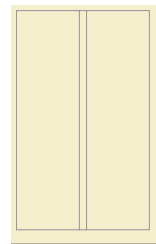
**1/6 Vertical**  
2⅞ W x 4⅞ H  
54mm x 124mm

**Contact Information:**

Kristen Evanson, Production Coordinator  
IFAI  
1801 County Road B West  
Roseville, MN 55113-4061 USA  
+1 651 225 6957  
production@ifai.com  
www.ifai.com/upload

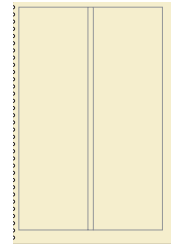
## Speciality Publications

**Fabric Architecture  
Sourcebook**



**Full Page, bleed**  
5.625 W x 8.625 H  
142.8 mm x 219.0 mm  
Saddle-stitched

**IFAI Membership  
Directory**



**Full Page, bleed**  
6.0 W x 8.75 H  
152.4 mm x 222.2 mm  
Spiral Bound



# INDUSTRIAL FABRICS ASSOCIATION INTERNATIONAL **Production Specifications**

## General Information

The Industrial Fabrics Association International (IFAI) provides these specifications to ensure quality standards in advertisement print reproduction and the integration of digital content into our publications.

IFAI publications are printed completely with computer-to-plate technology (CTP). Please do not send film.

## Digital Specifications

IFAI publications are produced using the MAC Operating System (OS) platform.

Windows-based Operating Systems (OS) page layout, graphic illustration and photo editing file formats will be converted to the Macintosh platform with the advertiser's consent.

## Desktop Instructions

Images, colors and scans must be in the CMYK color mode at 300 dpi. Problems or errors encountered during preflight will be communicated to the advertiser for resolve prior to print production.

## Graphics Software

Adobe InDesign CS2 (Creative Suite) & Quark Xpress v-6.5

## File Formats

The preferred file format is PDF/X-1A.

Files submitted as EPS (Encapsulated PostScript) or TIFF (Tagged Image File Format) cannot be edited for changes.

## Fonts

Adobe Postscript Level 2 or Adobe Open Type.  
Printer and Screen fonts (must include both for all fonts used).  
TrueType, Multiple Master or Windows fonts will not be accepted.

## Color

All specified color and artwork must be in CMYK using SWOP Standards.

RGB and Pantone colors must be converted to CMYK, unless an additional color is specified on the advertising contract.

## File Submission

Removable Media • CD ROM • Zip disks (100 or 250 MB)  
• Jaz (1GB) • DVD

### Please include the following materials:

- Page layout files (native application files)
- EPS graphics and scanned images that have been imported into page layout file (Please copy all graphics to the same folder containing your page layout files to avoid linking problems.)
- Printer and screen fonts.

- If you have applied any customizing to your fonts (ie: custom kerning) please let us know by adding a "Read Me" document into your job folder providing the details.

## Color Proof

A color "contract proof" generated to SWOP Standards created from the supplied digital file are highly recommended for color guidance on press.

*NOTE: Submitting RGB laser color copy, PDF (softproof), or failure to provide any proof with digital file materials will constitute "advertiser acceptance" of the color "As Printed" in the published edition.*

## Production Charges

Files submitted to IFAI which fail to meet the above specifications may incur additional expenses for advertising file preparation.

Request for alterations on new or archived ad materials are an additional expense to the advertiser and will be billed accordingly.

IFAI Production Design rates are \$90.00 per hour.

## FTP (File Transfer Protocol)

Digital materials can be uploaded via our web site at [www.ifai.com/upload/index.php](http://www.ifai.com/upload/index.php)

## E-mail

Files less than 8MB (compressed) may be e-mailed as attachments to [production@ifai.com](mailto:production@ifai.com).

## Send Files to:

IFAI  
1801 County Road B West  
Roseville, MN 55113-4061

## Agency Services

Our full-service Production Design Team is ready to create a new ad design for print or the internet.

Basic\* pricing for printed ads:

1/6-1/3 = 270.00

1/2 - 2/3 = 540.00

Full Page = 810.00

Basic\*\* pricing for internet ads:

Static ad = 175.00

Simple animation = 275.00

\* Additional charges may apply for the purchase of clip-art, fonts and images.

\*\* Additional charges may apply for the purchase of clip-art, fonts and images. Please call your sales representative for information about this affordable option.