

PRODUCTION SPECIFICATIONS

1. SIZES: (All measurements in inches)

- a. Trim size of publication is 7 $\frac{3}{4}$ " by 10 $\frac{3}{4}$ ".

	Non-Bleed		Bleed	
	Width	Depth	Width	Depth
2 facing pages (spread)	15	10	16	11
Single page	7	10	8	11
2/3 page (vertical)	4 $\frac{1}{2}$	10	5 $\frac{1}{4}$	11
1/2 page (horizontal)	7	4 $\frac{1}{2}$	8	5 $\frac{1}{4}$
1/2 page (vertical)	3 $\frac{3}{8}$	10	4	11
1/3 page (vertical)	2 $\frac{1}{2}$	10	2 $\frac{7}{8}$	11

2. BLEED SIZES:

See paragraph 1 for bleed sizes. Allow $\frac{1}{8}$ " over trim size for any portion of advertisement that bleeds. Copy that does not bleed should be kept at least $\frac{3}{8}$ " from trimmed edges.

3. PAPER STOCK:

- a. Inside pages: 40# machine-coated offset.
 b. Covers: 100# offset enamel.

4. TYPE OF BINDING: Perfect.

5. HALFTONE SCREEN:

- a. Covers: 133 line.
 b. Inside: 133 line.
 c. 4-color screen: 133 line.

6. REPRODUCTION REQUIREMENTS:

BIOTECHNOLOGY HEALTHCARE magazine is printed web offset. BIOTECHNOLOGY HEALTHCARE is printed direct-to-plate.

Advertising must be provided in electronic format. The following formats are acceptable:

(In order of preference)

- a. PDF-X1a
 b. "Fat Postscript" (all graphics and fonts embedded) (contact BIOTECHNOLOGY HEALTHCARE magazine — e-mail: pd@managedcaremag.com or call 1-845-362-3155 — for a guide to making postscript file, including screen shots and file set up.)

Native application files (Quark Xpress, Adobe InDesign or Pagemaker) may be considered under special circumstances. Consult Publisher's Office before submission.

7. CLOSING DATES:

For material due dates, contact Waneta Peart, Director of Production Services, at 267-685-2782 or wpeart@medimedia.com.

8. DIGITAL PROOFS:

- a. All digital advertising must be accompanied by a full size color proof meeting SWOP standards. (The complete set of SWOP specifications can be found at on the Internet at www.swop.org)
 b. Recommended: Fuji PictroProof, KODAK APPROVAL or equivalent
 c. Proof should contain SWOP standard color bars. (Include a 6 mm 5%, 25%, 50%, 75%, 100% C, M, Y, K patch strip)
 d. Acceptable (for identification only, not for color): Dye sublimation, inkjet or similar laser quality proofing system.
 e. Maximum dimension for single page proof: 11" x 17"
 f. If color proof or equivalent cannot be provided with 4-color ads, consult Publisher's Office.

9. FILE SET-UP

- a. Single page image area should be furnished to magazine trim size (7 $\frac{3}{4}$ " x 10 $\frac{3}{4}$ "), and include $\frac{1}{8}$ " bleed all sides, and be centered within the file.
 b. Spreads (two facing pages), should be furnished as one file, with image area centered within the file, to magazine trim, and include $\frac{1}{8}$ " bleed top, bottom, and outside only.
 c. For bleed pages, keep essential matter $\frac{3}{8}$ " from top, bottom and sides of bleed edge. Bleed spreads should have essential matter at least $\frac{7}{16}$ " from outer bleed edge of each page. Live material on facing pages should not be closer than $\frac{1}{8}$ " to center of fold on either side of gutter — a total of $\frac{1}{4}$ " for both pages. The publisher reserves the right to crop $\frac{1}{16}$ " from either side of a full page or half page to compensate for variations in trim.

10. COLOR:

CMYK is the only mode for 4/color ads. Do not use RGB. Colors viewed on your monitor may not be representative of final output. Always check monitor color values against CMYK color swatches and the final color proof or equivalent.

12. MEDIA ACCEPTED

- a. CD-ROM
 b. DVD
 See section 16 for mailing addresses.
 c. FTP

Use the following FTP site:

[ftp.biotechnologyhealthcare.com/](ftp://ftp.biotechnologyhealthcare.com/)
 username: addelivery password:filedrop1*

Important: After sending ad materials via FTP:

1. Notify Waneta Peart at 267-685-2782 or wpeart@medimedia.com
2. Send a color paper proof (see section 8 for specifications) to Waneta Peart at MediMedia USA (see section 16 for mailing address).

13. PROVIDER INFORMATION REQUIRED:

- a. Issue date.
- b. Advertiser, product, and agency name.
- c. Agency contact person and phone number, or vendor name and number.
- d. List of contents (printout of disk contents).

14. GENERAL POLICY

Digital files are accepted with the understanding that files are furnished “locked” and are “okay” on receipt. Digital files will not be altered or changed by publisher. Publisher bears no responsibility for missing information—text, art, or color. What is imbedded will be printed. Proofs are furnished for checking color and should reflect the file submitted.

If you have any questions or concerns about any of the specifications, please contact Philip Denlinger at 1-845-362-3155; e-mail: pd@managedcaremag.com

15. INSERTS:

Inserts are accepted. All inserts are subject to publisher’s approval.

For unusual inserts, consult publisher; full-size stock samples may be required for approval in advance of publication.

- a. Insert delivered size: 8½" by 11½", including ⅜" head trim, ⅜" foot trim, ⅜" for the face trim and backbone grind off.
- b. Publication trim size: 7¾" by 10¾"
- c. Insert stock weights:
 - Maximum 80# offset for two and four-page
 - Minimum 70# offset for two-page
 - Minimum 60# offset for four-page
 - Maximum bulk: .004"
- d. Quantities: Full run: 14,000
- e. Contact Waneta Peart at 267-685-2782 for further insert delivery information.

16. ADDRESSES:

For contracts, insertion orders, disks, reproduction materials or files, proofs, publication–set copy, or other instructions:

MediMedia USA
BIOTECHNOLOGY HEALTHCARE Magazine
Attn: Waneta Peart
780 Township Line Road
Yardley, PA 19067
Tel: 267-685-2782
Fax: 267-685-2966

Delivery address for inserts:

Banta Publishing Group/Greenfield Division
BIOTECHNOLOGY HEALTHCARE Magazine
Attn: Carmalita Anglin
1025 N. Washington Street
Greenfield, OH 45123
Tel: 800-543-5494 ext. 350