

# Software Test & Performance

## Mechanical Specifications

### Materials Submission

**We require digital files. Acceptable formats are:** Advertisers placing FULL PAGE ADS ONLY can submit a PDF X/1A compliant file. File must be to our exact mechanical requirements.

We can also accept Illustrator CS EPS files with fonts converted to outlines or any TIF file at 300 dpi, CMYK. Any placed images should be at 100%, 300 dpi, CMYK. Please do not submit .pdf, TIFF-IT or native files. Fractional advertisements should be EPS or TIF files.

**Acceptable Media:** Zip 100 or 650MB CD. Please include a printed proof of your ad from the file submitted. Clearly label your disk with advertiser name, issue number, ad headline, contact name and contact telephone number. FTP server available. [www.bzmedia.com/ftp](http://www.bzmedia.com/ftp)

**Screen Requirements:** 133 line screen.

**4-Color:** All 4-color solids should not exceed the SWOP specification of 280% total screen density. We suggest a rich black be constructed of 40% Cyan and 100% Black. Consult our production department with any questions.

**2-Color:** Colors available for 2-color advertisements are Black + Cyan, Magenta, Yellow, Red (100Y+100M) or any standard PMS color (additional charges apply—speak to your sales representative for details).

**Density:** Maximum density for 4-color advertisements is 280%; maximum density for 2-color advertisements is 175%. Dot gain is 20% to 24% overall. For information on SWOP standards, go to <http://www.swop.org>.

**Bleeds:** Allow 1/8" on all sides. Keep live matter 1/4" from trim.

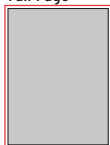
**Trim Size:** 8" x 10 7/8".

**Binding:** Saddle stitch.

**Production Services:** Coupon codes are available to advertisers at no charge.

All production services are billed at cost, including address and phone number changes, stripping/scanning of logos, photographs and color breaks.

Full Page



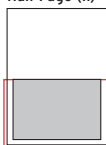
Trim Size: 8" x 10 7/8"  
Bleed Size: 8 1/4" x 11 1/8"

Spread



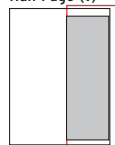
Trim Size: 16" x 10 7/8"  
Bleed Size: 16 1/4" x 11 1/8"

Half Page (h)



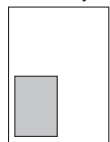
W x H: 7" x 4 13/16"  
Bleed Size: 8 1/4" x 5 7/16"

Half Page (v)



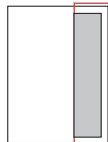
W x H: 3 3/8" x 9 7/8"  
Bleed Size: 4" x 11 1/8"

Quarter Page



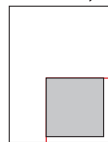
W x H: 3 3/8" x 4 13/16"

One-Third Vertical



W x H: 2 3/16" x 9 7/8"  
Bleed Size: 2 13/16" x 11 1/8"

One-Third Square



W x H: 4 5/8" x 4 13/16"  
Bleed Size: 5 1/4" x 5 7/16"

On ads that bleed, please keep all live matter 1/4" from trim.

### Shipping Information

Send insertion orders, contracts and advertising materials to:

Phyllis Oakes, Ad Traffic Manager

BZ Media

7 High Street, Suite 407

Huntington, NY 11743

Tel 631-421-4158 x115 Fax 631-421-4130

[www.stpmag.com](http://www.stpmag.com)