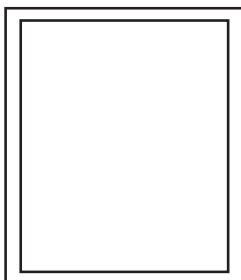




Photo District News

is a perfect-bound, luxury tabloid, which prints on high-quality #3, 44# text and 100# text cover. Inserts jog to the head.

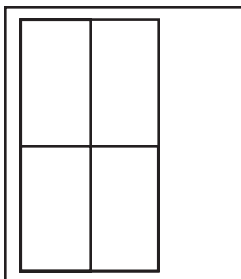
Full Page and Spread Dimensions:



Page:
 Trim:10.125 x 11.5 inches
 Bleed: 10.375 x 11.75 inches
 Live Area:8.875 x 10 inches
Spread*:
 Trim:20.25 x 11.5 inches
 Bleed:20.75 x 11.75 inches
 Live Area: 19 x 10 inches

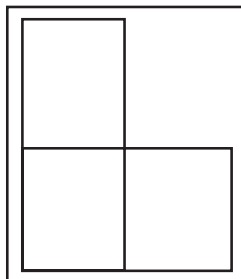
*Allow .125 inch pull on both sides of the gutter.

2/3, 1/3 and 1/6th Page Dimensions:



2/3:
 Vertical:5.625 x 10 inches
1/3:
 Square: 5.625 x 4.875 inches
 Vertical: 2.75 x 10 inches
1/6:
 Vertical: 2.75 x 4.875 inches

1/2 Page Dimensions:



1/2:
 Vertical: 4.1875 x 10 inches
 Horizontal: ...8.625 x 4.875 inches



PhotoSource Directories

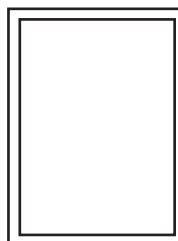
are saddle-stitched quarter-fold supplements distributed quarterly with *PDN*. Printed on high-quality #3, 50# text and 70# text cover.



PDNedu and PDN's GearGuide

are perfect-bound quarter-fold magazines. *PDNedu* is distributed to college and high school photo educators. *PDN's GearGuide* is distributed at the annual *PDN* PhotoPlus Expo. Both are printed on high-quality #3, 50# text and 80# text cover. Inserts jog to the head.

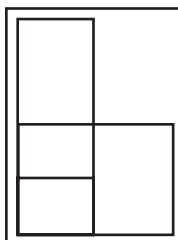
Full Page and Spread Dimensions:



Page:
 Trim:8 x 10.875 inches
 Bleed: 8.25 x 11.125 inches
 Live Area:7 x 9.75 inches
Spread (PDNedu & PDN's GearGuide*):
 Trim: 16 x 10.875 inches
 Bleed:16.25 x 11.125 inches
 Live Area:14.875 x 9.75 inches

*Allow .125 inch pull on both sides of the gutter.

1/2, 1/4 and 1/8th Page Dimensions:



1/2:
 Vertical:3.375 x 9.75 inches
 Horizontal: 7 x 4.75 inches
1/4:
 Square:3.375 x 4.75 inches
1/8:
 Horizontal:3.375 x 2.375 inches

Inserts

At least two (2) samples are required for estimating purposes. Please contact your advertising sales representative or, send directly to the production director:

Daniel Ryan, Production Director
 PDN, Photo District News
 770 Broadway, 7th floor
 New York, NY 10003

Brick pile inserts in cartons, low folio up, in 6 inch to 9 inch lifts, with dividers spaced evenly in the load. Top pallets with wooden board, securely band, and corner brace. Pallets must be 42 x 48 inches with two-way entry, made of wood of good construction. Loaded pallets cannot be higher than 52 inches from floor, including the pallet. Maximum gross weight is 2,200 pounds.

Load flags/Labels are required for exterior identification of pallets. Load flags must include: job title, issue date, item and insert code number if any, number of pages if a signature, quantity, weight of pallet, and number of pallet (i.e., load 2 of 4). Sample inserts must be placed on the outside in two or more places. Counts must be net good per load.

Deliveries must be scheduled in advance. Shipments will be received by printer Monday thru Friday, 8 a.m. to 3 p.m.

Supplied inserts ship ONLY to:

Photo District News
 c/o Cadmus Specialty Publications
 Attn: Rich Kubik, Customer Service Representative
 1991 Northampton Street
 Easton, PA 18042
 Phone: 610-250-7263

Digital Advertising Specifications

Ad materials are to be supplied as digital files in the preferred PDF/X-1a (vector) format. Create one PDF/X-1a file per ad or ad page.

Proofing Requirements

To match the color expectations of our advertisers, *PDN, Photo District News*, Nielsen Business Media requires the PDF/X-1a file format and a SWOP (Specifications for Web Offset Publishing) proof for each ad submitted. Proofs must be representative of the supplied file at actual size and display an IDEAlliance ISO 12647-7 color control strip. Visit www.idealliance.org. Alternative proofing formats will be used for content only. Visit www.swop.org for a complete list of current certified proofing options. The publisher will not accept responsibility for final reproduction of advertisements supplied without a SWOP proof.

When calling for spot color (Pantone) usage on press, clearly indicate such on the supplied proof.

Advertiser/agency accepts full responsibility for reproduction variations between the digital file and the printed image for ads submitted in non-preferred formats. Non-adherence to the preferred format may necessitate production fees. *PDN, Photo District News*, Nielsen Business Media is not responsible for making corrections to supplied files.

Customer-supplied digital files and SWOP proofs will be retained for up to three months following publication date and then destroyed unless otherwise requested in writing.

PDF/X-1a File Preparation

Adherence to the following guidelines in application file preparation will aid in successful file conversion. For expanded, program specific instructions, please visit: www.cadmusmediaworks.com/index2.html/.

Create ad layouts in a professional desktop publishing program such as Adobe InDesign® or QuarkXPress™. Set native application files to trim size in portrait mode at 100% with no rotations.

- Color: Define all colors as Grayscale or CMYK process unless intended to print as a spot color (Pantone) on press. RGB, LAB and ICC based colors are not allowed.
- Images: Must be SWOP2006_Coated3v2.1.icc-compliant with a minimum resolution of 200 dpi. Optimal resolution is 300 dpi. All high-resolution images and fonts must be included. OPI selections should be turned off. Do not nest EPS files within other EPS files. Save images in TIFF or EPS format, with no embedded color management profiles. Set screening at 150 lpi.
- Line art should be scanned at 1200 dpi and saved as bitmap
- Trim, bleed and center marks should be included in the file but kept outside the “live” area. Bleed must extend .125 inches beyond trim. Keep live matter .375 inches from trim edge.
- Fonts: Use Postscript Type 1 or Open Type, only. No TrueType fonts. Text containing thin lines, serifs or small lettering should be restricted to one color.
- Layers within the document file must be flattened.
- Generation of acceptable PDF/X-1a files is done by the output of a Postscript file (.ps) which is then distilled through Adobe Acrobat Distiller to avoid font, transparency and layering issues. It is recommended that the PDF file be certified PDF/X-1a using a PDF preflight utility like Adobe Acrobat Professional (version 6 or higher) or Enfocus PitStop.
- Do not export PDF/X-1a files out of page layout applications (Adobe InDesign® or QuarkXPress™).

Ad Submissions

CD or DVD in Macintosh format: Enclose color proof, a copy of the insertion order and label the media with the following: Magazine name, issue date, advertiser, agency name, contact name and phone and file name/number

Ad submissions via HTTP: Use either Safari or Firefox web browsers.

- Go to http address: www.nielsenadservices.com
- Enter user name: PDNads
- Enter password: PDN (case sensitive)
- Fill out a job ticket
- Attach PDF/X-1a file.
- Provide a SWOP proof that should be shipped simultaneously.
- File naming: Publication short name or acronym, issue date and ad name.

Please do not submit advertising materials via email.

Ad and color proof submissions via post:

Daniel Ryan, Production Director
PDN, Photo District News
770 Broadway, 7th floor
New York, NY 10003

More information

For more information regarding these specifications, contact Daniel Ryan, Production Director at 646-654-5752 or, email at dryan@pdnonline.com.