

DATES AND SHIPPING

MONTHLY PUBLICATION: Mails first week of each month.
SPACE RESERVATION: The closing date is the first business day of the month preceding the issue. (Deadlines for PDN's Photo Source guides and PhotoPlus Expo showguide are issue specific. Please contact your advertising sales representative for details.)
MATERIALS DUE: Five business days following the closing date.
CANCELLATION: Must be in writing and submitted before closing date.

Digital files, film, orders and contracts ship to:

Production Manager, *Photo District News*
 770 Broadway, New York, NY 10003
 Phone (646)654-5752, Fax (646)654-5813

Submitting Digital files via email or FTP:

Compressed files smaller than 3MB may be sent via email: dryan@pdnonline.com. Files larger than 3MB please contact production directly for FTP instructions.

Supplied inserts ONLY ship to:

Photo District News, c/o Cadmus Mack, Easton Division
 1991 Northampton St., Easton PA 18042
 Phone (610)258-9111

PAPER

PDN Photo District News
 High quality #3 sheet, perfect bound, journal with body forms printed on 44# coated stock, web offset, SWOP standard supply.

PDN's Photo Source and PhotoPlus Expo

High quality #3 sheet, saddle-stitched, journal with body forms printed on 60# coated stock, web offset, SWOP standard supply.

PRODUCTION REQUIREMENTS

DOCUMENT SET-UP: Should be set to trim dimensions.

SAFETY: Critical copy or images not intended to bleed must be kept 1/4" from page trim.

LINE SCREEN: 133lpi

COLOR: CMYK **DENSITY:** 300 dpi

DOT GAIN: 20% SWOP

PDN prefers advertising materials be submitted on disk, accompanied by an exact size proof and matchprint for color.

FOR DIGITAL ADS: Send ONLY Macintosh formatted disks (Zip or CD). PDF files preferred, vendor prepared Acrobat v5.01 press optimized, 2400 dpi, composite CMYK, all fonts must be embedded; 300 dpi bitmaps. Native application documents such as QuarkXpress, Illustrator, and Photoshop accepted with supporting files. Any file intervention required will result in charges to the advertiser.

FONTS: Send all fonts required to produce the document. Both a printer and screen font must be

included to output correctly.

ART FILES: Images must be either Photoshop or Illustrator files, saved as an EPS or TIFF and imported into the page layout. Scan art at the size it will be reproduced. Scale and rotate images in their original application so that they are imported at 100%/0 degrees. Continuous tone and color art should be scanned at 300 dpi and saved as CMYK for 4/C and Grayscale for black and white. Line art should be scanned at 1200 dpi and saved as bitmap.

4/C FILES: DO NOT Send RGB or indexed color images for separation. Colors used must be named consistently between programs and spot colors must be process matched.

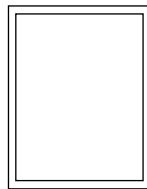
PROOFS: All contract proofs should meet SWOP criteria. Proofs that are not SWOP will be used for content only, and a SWOP proof will be pulled at the cost of the advertiser.

INSERTS: Contact the publisher for specifications.

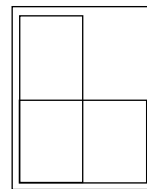
PDN's PHOTO SOURCE, PDNEDU & PHOTOPLUS EXPO SIZE REQUIREMENTS

Trim Size - 8 x 10.875 inches

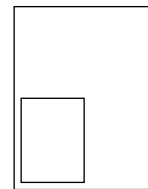
AD SIZE(INCHES)	LIVE MATTER	BLEED	TRIM
Full Page.....	7 x 9.75	8.25 x 11.125	8 x 10.875
2-Page Spread*	14.875 x 9.75	16.25 x 11.125	16 x 10.875
1/2 Vertical	3.375 x 9.75		
1/2 Horizontal	7 x 4.75		
1/2 Horizontal Spread*	14.875 x 4.75		
1/4 Vertical	3.375 x 4.75		
1/8 Horizontal	3.375 x 2.375		



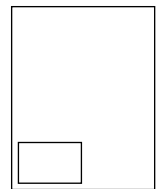
Page



1/2 Page



1/4 Page



1/8 Page