



## Ad Specifications 2009-2010

### MECHANICAL REQUIREMENTS:

Printed by web offset. DIGITAL FORMAT ONLY! No film accepted.  
\*ALL ad files must be submitted with hardcopy proof – *Wafer & Device Packaging and Interconnect* can not be responsible for color if hardcopy is not submitted.

### PROOFING:

Rotation of colors: Black, cyan, magenta, yellow.  
Ink proofing: R.O.P. Head to foot; Black & White Head to foot; Black/Color Head to foot; 4-Color Head to foot; Cover Head to foot.

### MEDIA:

MAC preferred, PC formatted acceptable (if supplied in native format, publication will reserve the right to match fonts as close as possible): CD or DVD acceptable.

### MEDIA LABELING REQUIREMENTS:

Issue Date, Advertiser, Agency Name, Contact Person, Phone Number, File Name/Number, List of Contents (required).

### DESKTOP FILE FORMATS:

Press optimized PDF preferred (300 dpi minimum, CMYK)/Acrobat 4.0 or higher, Accepted Application Files: QuarkXPress (5.0 and higher), Adobe Illustrator, InDesign, PhotoShop, TIFF, EPS or JPEG - 300 dpi minimum. Power Point, Corel Draw or Pagemaker\* files NOT accepted.

*W&DPI* reserves the right to substitute fonts if incompatible. Fonts substituted will be as close as possible to original style.

### DESKTOP ELEMENT FORMATS:

CMYK ONLY - Images should be no less than 300 dpi. Files submitted as RGB will be converted to CMYK, *W&DPI* cannot be responsible for color if supplied as RGB: TIFF (Images/Scans), EPS (Images/Scans), PostScript Type 1 (Fonts), EPS (Encapsulated PostScript). True Type Faces Not Accepted due to incompatibility

### PC FILES:

When submitting files created in PC platform, please submit as high resolution PDFs (see above or call for info). This is due to type font incompatibility. If files are not submitted in PDF format, fonts will be substituted at the publications' discretion.

### \*TYPE OF PROOFS:

Film-based proof (Matchprint, Cromalin, Fuji, Signature, etc.) or High-Res Color Proof. *Note: publisher-supplied mechanical layout, corrections or color proofs done at client's request will be charged back at prevailing time and material rates at publisher's discretion.*

### COLOR CALIBRATION:

SWOP Standards

### DESKTOP INSTRUCTIONS:

Build pages to trim size and extend bleed beyond page edge. All elements must be placed at 100% size. Avoid rotation and cropping of images in layout program. Include all fonts, images/scans, logos/artwork. All images/scans must be in CMYK mode. Four-color solids should not exceed SWOP density of 300%. Supply Quark "Collect for Output" or similar reports. NO embedded photos or graphics accepted.

### ADDITIONAL INSTRUCTIONS:

Supply single pages and not spreads. Single page image area should be no more than trim plus bleed.

### CONTENT AND POSITION PROOFS:

Supply hard copy proofs that match each supplied digital file. Supply composite printouts with color clearly marked. Proofs must be provided at 100% size.

**NOTE:** Publisher reserves the right to either adjust ad material or return ad material to advertiser for correction when necessary, if not submitted to the proper specifications.



**DEADLINES:****Space:**

30 days prior to publication issue (i.e. I.O. for June issue is May 1st)

**Material:**

10th of the month prior to publication issue ad files (10 days after space reservation due date)

**SIZES:**

*Note: All ads MUST be submitted to correct size.  
(All sizes in inches)*

Magazine Bleed Size: 8 1/8 x 11 1/8  
 Magazine Trim Size: 7 7/8 x 10 7/8  
 Magazine Safety: 3/8 from trim on all sides

Full Page (non-bleed): 7 x 10  
 2/3 page: 4 1/2 x 10  
 11 1/8 x 5 1/8 Bleed  
 1/2 pg island: 4 1/2 x 7 3/8  
 1/2 page vertical: 3 3/8 x 10  
 1/2 page horizontal: 7 x 4 7/8 Horizontal (no bleed)  
 1/2 page horizontal: 7 7/8 x 5 7/16 Horizontal Bleed  
 (Trim plus 1/8 all around for bleed).  
 LIVE AREA – 7 1/8 x 4 7/8 centered  
 within 7 7/8 x 5 7/16  
 1/3 page: 2 3/16 x 10 Vertical  
 4 5/8 x 4 7/8 Horizontal  
 1/4 page: 3 1/2 x 4 7/8

**SHIPPING INSTRUCTIONS:****Insertion Orders/Correspondence**

*Wafer & Device Packaging and Interconnect*  
 Attn: Dick Cowan, Publisher  
 27 Walker Lane  
 Weston, CT 06883

**Material and Insertion Orders**

*Wafer & Device Packaging and Interconnect*  
 c/o Taube/Violante, Inc.  
 Attn: Production  
 37 North Ave, Suite 202  
 Norwalk, CT 06851

**For production questions, please call Sue Taube:**

**Phone: 203-849-8200**  
**Fax: 203-846-6675**  
**e-mail: [sue@taube-violante.com](mailto:sue@taube-violante.com)**

Thank you.