www.refrigeratedtransporter.com

Refrigerated Transporter®

Powered by Penton

PRINT AD PRODUCTION SPECS

GENERAL SPECIFICATIONS:

Printing Method: Web Offset
Binding: Saddle-stitched or perfect bound
Paper: Body stock 38 lb Advocate; Cover stock 70 lb Escanaba
Ink: SWOP standard and four-color process
Line Screen: 133 lines per inch
Printing Sequence: black, cyan, magenta, yellow

Critical ad content should be kept 1/4" from all trims. In Perfect bound publications spread ads should also keep critical content 1/4" from both sides of the gutter and allow 1/16" grind-off from each side of gutter. (total 1/8")

Inserts and Ridealongs: For specs and rates for inserts, postcards, gatefolds, Notemarks™, belly bands, ride-along pieces or other custom ad projects, contact your sales representative.

PDF FORMAT: Advertisers are encouraged to submit PDF and PDF/X1-A files provided that they are prepared for press-optimized printing in CMYK with fonts embedded. For an Acrobat Distiller job-options file and more information on creating acceptable PDF files, contact your Sales Representative. *Please note: PDF files lack the ability to be edited or altered (i.e. phone number, address, etc.)*

PREFERRED APPLICATIONS: Ad layouts should be created using either Adobe InDesign®; QuarkXpress™ or Adobe Pagemaker®. If submitting application files, provide all supporting graphics and fonts.

PROOFS: We minimally require a text and element proof to assist in preflighting digital ad files. For critical color match we require a digital halftone proof (i.e. Kodak Approval, Dupont Digital Waterproof, Fuji FirstProof, etc.). *Accurate color reproduction cannot be guaranteed without an accompanying SWOP-certified proof.*

COLOR MODE: You should convert colors to CMYK prior to submission because color shifts may occur. Ads received in RGB or spot color will be converted to CMYK. All colors are printed using 4-color process (CMYK) unless a Pantone ink is specifically ordered by the advertiser *(see sales rep for additional charges)*.

COLOR TONE VALUES: To avoid over-saturation of ink, the total combined value of CMYK colors should not exceed 300% (i.e. C=100, M=100, Y=50, K=50). Any one color with a required value over 85% should be made solid.

PHOTO ELEMENTS: 300 dpi, .tif or .eps format. No JPEG compression.
- Scaled to the actual size used in document.
- Use the CMYK or grayscale color model, not RGB.
- Images with clipping paths should be saved as .eps.
- Windows metafile (.wmf) or 72-dpi images captured from the Web (.jpg or .gif) are not suitable for high-end printing.
- Photoshop duotones should be converted to CMYK unless a Pantone ink has been specified by the advertiser. *(see sales rep for additional charges.)*

LINE/ART TEXT: 600 dpi minimum; CMYK color model; .eps or .tif format with color preview. In Photoshop, black text should be created in black channel only to avoid registration problems.

FONTS: Postscript Type 1–include both screen and printer fonts. *(TrueType fonts will not print correctly.)* Avoid applying bold or italic—use a bold or italic typeface instead. If ads are submitted with incorrect versions, we may substitute with close Postscript matches, but type reflow may occur. On illustrations it is recommended to convert text to outline, however outline text cannot be altered.

LETTERING: Reproduce all reverse lettering with a minimum of colors. Type smaller than 8 point with fine serifs should be avoided.

NAMING CONVENTIONS: Add extensions to the names of Mac files (.tif, .qxd, .p65, etc.) Do not use characters such as /, %, #. Also, do not use periods in a file name except before the extension (.tif, .eps)

GATHERING FILES USED: Use the "PreFlight (InDesign), "Collect for Output" (Quark), or "Save for Service Provider" (PageMaker) features for gathering all elements used in a file. Be sure to submit copies of the printer and screen fonts used in the document. The fonts will be used to process your job only.

MEDIA: CD (Mac or IBM) or digital upload.

Submitting Material Electronically

- Contact your Sales Representative for instructions on uploading larger files via electronic submission.
- Small files transfer via e-mail to: ray.anderson@penton.com

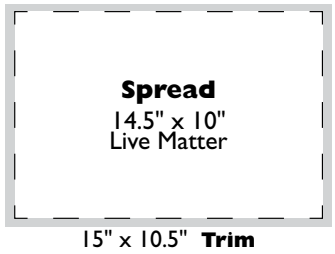
For complete preparation guidelines and file delivery information, please contact the publication Production Coordinator.

Shipping Instructions

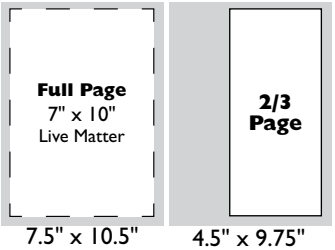
Send all materials, and correspondence to:

Ray Anderson
Refrigerated Transporter
4200 S Shepherd Dr, Suite 200
Houston TX 77098
800-880-0368, Fax: 713-523-8384

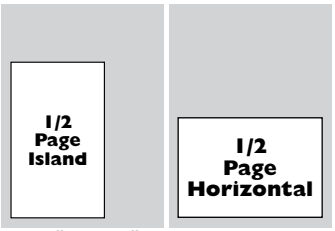
Trim: Full page 7.5" x 10.5"
Spread 15" x 10.5"
Bleed: Full page 7.75" x 10.75"
Spread 15.25" x 10.75"



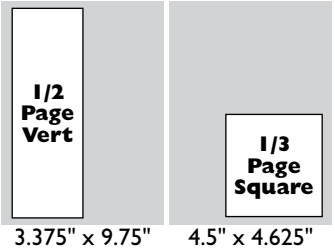
15" x 10.5" **Trim**



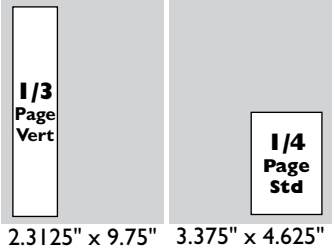
7.5" x 10.5" **Trim** | 4.5" x 9.75"



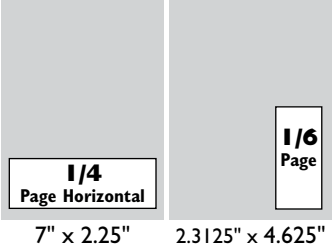
4.5" x 7.25" | 7" x 4.625"



3.375" x 9.75" | 4.5" x 4.625"



2.3125" x 9.75" | 3.375" x 4.625"



7" x 2.25" | 2.3125" x 4.625"

Penton
Inform engage advance