

## Advertising Specifications

**Professional Safety accepts digital advertising materials only.**

### Display Ads

**Mechanical Specifications:** Printed offset • Saddle-stitched

**Acceptable Media:** File upload website (preferred): [www.asse.org/professionalsafety/psadup.php](http://www.asse.org/professionalsafety/psadup.php) • e-mail • CD • DVD

**Accepted File Types:** PDFX1a • press-optimized PDF • EPS • TIF

*Native page layout files are not accepted (e.g., QuarkXPress, InDesign, etc.).*

- Only digital files accepted.
- Publication may adjust any ad that does not meet correct specifications.
- Mechanical charges for alterations will be billed to customer.
- The publisher does not keep a copy of electronic files. Advertisers must retain original.

### File Construction

- Convert all colors to CMYK—do not use RGB or spot (PMS) colors.
- Do not use rules narrower than 0.25 pt (these may not appear in the final printed product).
- If including registration marks, offset marks by at least 0.125" (9 points).
- All graphics saved in CMYK or grayscale mode should have an effective resolution of at least 300 dpi; bitmap mode graphics should have an effective resolution of at least 600 dpi.

### Proofs

- For black-only ads, provide laser-quality or PDF proof.
- For color ads, provide a high-quality color proof (match print or equivalent). The printer will run the color to standard density unless a high-quality proof is provided.
- Publisher accepts no responsibility for the reproduction of any ad submitted without a proof.

### Material Submission Instructions: Display Ads

Preferred: Use PS file upload website, [www.asse.org/professionalsafety/psadup.php](http://www.asse.org/professionalsafety/psadup.php)

E-mail to: Tina Angley, [tangley@asse.org](mailto:tangley@asse.org)

Mail to: Tina Angley, *Professional Safety*, 1800 E. Oakton St.

Des Plaines, IL 60018-2187

Phone (847) 768-3438 • Fax (847) 296-3769

### Classified Ads

- Display ads should follow the file construction guidelines above. Minimum size: 1 column x 1"; maximum size: 3 columns x 10". Additional multiples ½".
- Line ads: Minimum size: 1 column x 1"; maximum size: 1 column x 10". Additional multiples ¼".
- Deadlines for candidate replies stated in recruitment ads must extend at least to the end of the month in which the advertisement will appear. For example, an ad in the May issue must have a reply deadline of May 31 or later.

### Material Submission Instructions: Classified Ads

Preferred: Use PS file upload website, [www.asse.org/professionalsafety/psadup.php](http://www.asse.org/professionalsafety/psadup.php)

E-mail to Cathy Wegener, [cwegener@asse.org](mailto:cwegener@asse.org)

Phone (847) 768-3414 • Fax (847) 296-3769

### Ad Dimensions

#### Full Page:

Trim size*	8.125" x 10.875"
Bleed plate size*	8.375" x 11.125"
Live area*	7.875" x 10.625"

1/2 page horizontal	7" x 4.875"
1/2 page island	4.625" x 7"
1/2 page vertical	3.375" x 10"
1/3 page vertical	2.25" x 10"
1/3 page square	4.625" x 4.875"
1/4 page	3.375" x 4.875"
1/6 page	2.25" x 4.875"

#### Classified Ads

One-column: 2.22"

Two-column: 4.61"

Three-column: 7"

The publisher reserves the right to reduce and/or resize any oversized or incorrectly sized ads received from advertisers and/or their agencies, to fit the publication's standard ad dimensions.

*\*See page 2 for more information.*

## Trim Size, Live Area & Bleed

A brief explanation of printing terms

### Trim Size

**Trim Size** refers to the actual width and height of the magazine/book after it gets cut down to final dimension.

- InDesign calls this *Document Setup - Page Width & Height*.
- Quark calls this *Layout Properties and/or Specifications - Page Width & Height*.
- Microsoft Word calls this *Paper Size*.

### Live Area

Text that is positioned within the page margins is usually safe from getting clipped off when the magazine/book gets trimmed. These safe page margins are typically called *safety margins* and can vary between printing plants. For example, if the final trim size of a project (magazine or book) is 8.125" x 10.875" and the safety margin is 0.125" (1/8"), then the **Live Area** is 7.875" x 10.625". That leaves a safe margin around the page so that any text positioned in the live area will not get clipped off during production.

### Bleed Allowance

**Bleed Allowance** is needed when background images essentially butt to the edge of the page. This background image should extend past the page edge so that when the magazine/book gets trimmed it does not leave a sliver of white at the page edges.

