

Ad Sizes & Specifications

	SIZE	BLEED	TRIM
Equipment Today			
Tabloid Spread*		22" x 14.75"	21.75" x 14.5"
Tabloid Page*		11.125" x 14.75"	10.875" x 14.5"
1/2 Tabloid*		11.125" x 8.25"	10.875" x 8"
Journal Spread*		16.25" x 11"	16" x 10.75"
Journal Page*		8.25" x 11"	8" x 10.75"

Asphalt Contractor, Concrete Contractor, Pavement & Rental			
Full Page Spread*		16" x 11"	15.75" x 10.75"
Full Page*		8.125" x 11"	7.875" x 10.75"

ALL publications			
2/3 Page		4.5625" x 10"	
1/2 Page Standard		4.5625" x 7.375"	
1/2 Page Horizontal		7" x 4.875"	
1/2 Page Vertical		3.375" x 10"	
1/3 Page Standard		4.5625" x 4.875"	
1/3 Page Vertical		2.1875" x 10"	
1/4 Page		3.375" x 4.875"	

*LIVE AREA: All logos and type must be .25" (1/4") away from the trim

PDF is the preferred format for file submission.

For complete mechanical specs, please visit our marketing and advertising online resource at **ForConstructionPros.com/Advertise**.

Where to send materials:

Email files to the assigned Media Production Rep.

For files larger than 10MB send via FTP: <http://webftp.cygnuspub.com>



Patti Brown, Media Production Rep
1233 Janesville Avenue, Fort Atkinson, WI 53538
800.547.7377 x1637 / Patti.Brown@Cygnus.com



Kathy Hahn, Media Production Rep
1233 Janesville Avenue, Fort Atkinson, WI 53538
800.547.7377 x1318 / Kathy.Hahn@Cygnus.com



Cindy Rusch, Media Production Rep
1233 Janesville Avenue, Fort Atkinson, WI 53538
800.547.7377 x1664 / Cindy.Rusch@Cygnus.com

Terms and conditions:

Contract and copy conditions

Advertisements are accepted upon the representation that the advertiser and its agency have the right to publish the content. Advertisers and agencies agree to indemnify, defend and save harmless the publisher from any and all liability for content of published advertisements whether in print or in electronic format. Publisher reserves the right to refuse any advertisement.

Covers and special position requests

Guaranteed position is available for an additional charge. Back cover (4) is an additional charge of 25%. Covers 2 and 3 are an additional charge of 20% of earned rate. All other guaranteed positions will incur a 15% surcharge. We will not be bound by conditions or terms appearing in ad order when such conditions conflict with our stated policies.

Inserts

Contact your integrated media consultant for specifications.

Terms and commissions

Net 30 days. 15% of gross paid to recognized advertising agencies on space, color and position provided account is paid in full within 30 days of invoice date. Publisher reserves the right to hold the advertiser and/or its advertising agency jointly and separately responsible for such monies as are due and payable to the publisher. Publisher will not be bound by conditions, printed or otherwise, appearing in ad orders or copy instructions when such conditions conflict with Publisher's stated policies.

Protective clauses

Rates subject to change without notice. Advertiser and advertising agency assume liability for all content of advertisements printed and also assume responsibility for any claims made against the Publisher. The Publisher reserves the right to reject any advertising that it feels is not in keeping with publication standards, policies and practices.

Contract cancellation

Advertising canceled after closing date will be charged at earned rate to the advertiser with an additional fee of up to \$500 for remake of the page. Publisher will not be bound by conditions, printed or otherwise, appearing in ad order or copy instructions when such conditions conflict with Publisher's stated policies. Advertisers that fail to achieve contracted number of insertions within the year will be short rated to the applicable frequency on rate card.

Client Guidelines for Preparing Electronic Ad Materials for Production

Preferred file format:

PDF X/1a

The PDF X/1a format is the preferred format for file submission. Careful attention must be paid to the proper creation of PDF files to ensure that they will reproduce correctly. Choose “PDF X/1a” or “Press Quality” in your job options when creating a high resolution PDF. The original files that you are making the PDF from should also be high resolution. Make sure images are 300 dpi and proper fonts are loaded and embedded.

Accepted Native Page File Formats

Page Layout Application

- Cygnus accepts current versions of InDesign and QuarkXPress files.
- Ads should be created to correct ad size dimensions. If you are unsure of the ad size, please contact the publications advertising service representative.

Vector Art Programs

- Cygnus accepts current versions of Adobe Illustrator files. Files should be saved as an “Illustrator EPS”.
- Supply all final vector EPS files that are used within the page layout application.

Pixel Based Programs

- Cygnus accepts current versions of Adobe Photoshop files.
- We prefer 4/color images be saved as composite TIFF files or, if a clipping path is being used, as an EPS file.
- Supply all images as either CMYK or grayscale high res. (300 dpi) images.
- Black and white line art should be in bitmap TIFF (1200 dpi) format.

Acceptable Fonts

- OpenType fonts are preferred.
- Postscript Type 1 fonts and include both the appropriate screen & printer fonts that are used in the page file. Avoid using TrueType fonts.

- Do not apply style attributes to fonts from within page layout application.
- LaserWriter “City” fonts (i.e. NewYork, Geneva, Chicago etc), cannot be used in production. There are no matching printer fonts.
- If any customized fonts are used in page files or fonts are used in vector EPS files, both the screen and printer fonts must be supplied.

Page File Print Outs

- Supply final color or b&w laser printouts at actual size (100%) with no corrections noted. If the image area in the page file exceeds the size of a laser, the customer should maintain 100% output.
- If possible, its beneficial to output final printouts with “registration marks”. This places crop marks on the edges of the file, and also prints the name of the file at the top of the page.
- Note any special instructions directly on your provided laser proofs.
- If fifth or spot colors (actual PMS color) are to be used, they should be clearly indicated.

How to Get Your Files to Us

Accepted Removable Media: CD-Rom, DVD

Electronic Delivery

- Email – Please contact your MPR for an e-mail address. File(s) must not exceed 10Mb in size.
- FTP – If file(s) are larger than 10Mb they can be sent via our ftp site – <http://webftp.cygnuspub.com>. Detailed instructions are provided on the site.

Contact Information

For technical questions please contact:
Scott Shearer, Prepress Manager: 920-568-8331 or
sshearer@cygnuspub.com

Please note: Cygnus Business Media will not be held responsible nor issue any make-goods for electronic ads that do not follow these guidelines.