

## Digital File Specifications for Inc.

### Gatefolds

Inc. magazine is perfect bound. Trim size = 8 x 10-1/2.

#### Cover Gatefold Specs

##### Trimmed

Cover 1: 7-3/4" x 10-1/2"

Covers 2 & 3 (gatefold "flap"): 7-3/8" x 10-1/2"

Cover 4 (reverse side of Cover 1): 7-3/4" x 10-1/2"

Page 1: Trimmed size is 8" x 10-1/2". However, to allow for a 3/8" color bar for the gatefold, creative can measure no more than 7-5/8" x 10-1/2".

#### Safety/Live Area (1/4" from trim on all sides)

Cover 1: 7-1/4" x 10"

Covers 2 & 3 (gatefold "flap"): 6-7/8" x 10"

Cover 4 (reverse side of Cover 1): 7-1/4" x 10"

Page 1: 7-1/8" x 10"

#### Bleed (extra 1/8" beyond trim on all sides)

Cover 1: 8" x 10-3/4"

Covers 2 & 3 (gatefold "flap"): 7-5/8" x 10-3/4"

Cover 4 (reverse side of Cover 1): 8" x 10-3/4"

Pages 1: 7-5/8" x 10-3/4"

#### Internal 4-PG Gatefold Specs

##### Trimmed

Gate pages (the "flap"): 7-3/8" x 10-1/2"

Remaining pages: 7-3/4" x 10-1/2"

#### Safety/Live Area (1/4" from trim on all sides)

Gate pages (the "flap"): 6-7/8" x 10"

Remaining pages: 7-1/4" x 10"

#### Bleed (extra 1/8" beyond trim on all sides)

Gate pages (the "flap"): 7-5/8" x 10-3/4"

Remaining pages: 8" x 10-3/4"

If you have additional questions regarding Gatefold specifications, please contact:

Jane Hazel

(212) 389-5308

(212) 389-5498 - fax

[jhazel@mansueto.com](mailto:jhazel@mansueto.com)

### Mechanical Specifications

Page Sizes ( in Inches )

Trim Size = 8 x 10 1/2

Page Dimension	Non/Bleed/Live	Trim	Bleed
Full Page	7-1/2 x 10	8 x 10-1/2	8-1/4 x 10-3/4
2-Page Spread	15-1/2 x 10	16 x 10-1/2	16-1/4 x 10-3/4
Junior Spread	15-1/2 x 4-5/8	16 x 4-7/8	16-1/4 x 5-1/4
2/3 Page	4-3/4 x 10	5 x 10-1/2	5-1/8 x 10-3/4
1/2 pg Horizontal	7-1/2 x 4-5/8	8 x 4-7/8	8-1/4 x 5-3/8
1/3 Vertical	2-3/8 x 10	2-5/8 x 10-1/2	2-3/4 x 10-3/4
1/3 Square	4-3/4 x 4-5/8	5 x 4-7/8	5-1/4 x 5-1/4

Printing Process: Offset

Binding Method: Perfect Bound

Line Screen: 133

Max Density

4 Color 290%. 2 Color 190%. All materials should comply with SWOP specifications.

Safety

Keep all LIVE matter, not intended to trim, 1/4" from TRIM edges.

Gutter Safety for Spreads

Allow 1/4" on each side of the gutter. Critical type and image should not fall within 1/4" of the gutter. Ad spreads will be stripped according to the center marks on the supplied file. For ad spread units please supply 1/16" duplicated image on both sides of the centerline.

Ad Materials:

Please submit your ads for Inc via the web at <https://www.adshuttle.com>

Shipping of Proof:

Please Include an insertion order with all materials.

Quad/Graphics

Attn: Kurt Handeland c/o Inc.

N63 W23075 Main Street

Sussex, WI 53089-2818

[kurt.handeland@qg.com](mailto:kurt.handeland@qg.com)

\* Please contact Dave Powell Assistant Production Manager (212) 389-5416 or email: [dpowell@mansueto.com](mailto:dpowell@mansueto.com) at Inc. Production for all material extensions.

## Digital File Specifications for Inc.

### Material Guidelines

#### File Formats

SWOP® standards apply

#### Preferred File Formats

TIFF/IT-P1 (FP, CT, LW, or FP, CT, HC)

PDFX-1A

Scitex Native (CT and LW)

Scitex.job (CT and NLW)

Scitex Handshake (CT and LW)

#### Resolution:

LW files- 72 resolution (dots per mm)

CT files- 12 resolution (dots per mm)

Offset- 0, 0 offset preferred

(The CT resolution should be equally divisible into the LW resolution)

### Media

#### Mac/PC Formatted Options

100 Mb Zip

1.2 Gb Jaz

CD-Rom

DVD

#### Media Labeling Requirements

Agency Name

Contact Name and Phone Number

Ad Name and Number

Vendor Contact

Return Address

### Proofs

#### Required Proofing

A hard copy proof at 100% size must be provided for each digital file. Proofs must be SWOP® certified. For a complete up-to date listing of SWOP® approved color proofs please visit: <http://www.swop.org/certification.html>. The proof should indicate the proofing product or system used, prepress supplier contacts, and information showing conformance to the manufacturer's Application Data Sheet.

#### Color Bars

There should be a color bar on all analog or digital halftone proofs. Color bars should include a solid and 25%, 50%, and 75% tints of each process color; solid overprints and at least one gray balance patch (cyan = 50%, magenta & yellow = 39%). Two-color overprints at 25%, 50%, and 75% are also recommended. The color bar can be a manufacturer's color control guide, a GCA/GATF Proof Comparator, or a GATF/SWOP Proofing Bar, or digital equivalence.

The color and quality of print reproduction may vary significantly if the above proofing guidelines are not met. Proofs that aren't SWOP® compliant will be referenced for content only.

### General Overall Guidelines

- Build pages to trim size and extend bleed beyond page edge.
- All elements must be placed at 100% of size.
- Use stylized fonts. Do not apply style attributes to basic fonts.
- Include all fonts, images/scans, logos/artwork.
- Do not nest EPS files in other EPS files.
- On 4/C Ads, Pantone colors must be in CMYK mode
- Font information should include manufacturer, font name and version.
- Four color solids should not exceed SWOP density of 300%.
- Solid Black knock-outs require a minimum % of CMY, at least .25C, .25M, .25Y, or background image will show through.
- Supply one composite LW and CT file per page.
- Black text should be merged with the LW file.

## Digital File Specifications for Inc.

- Supply hard copy proofs that match each supplied digital file.
- Proofs must be provided at 100% of size.

### Supplied Inserts

The words "advertisement," "advertising," "special advertising section," or "special advertising supplement" must appear horizontally at or near the center of the top of every page containing text of an insert, unless prior approval has been received from the Production Department.

If the insert is supplied, the Inc. production department MUST SEE a proof/blueline before the insert is printed.

Trim Size: 8 x 10 1/2"

Untrimmed: 8 -7/32 X 10 3/4"

Max head to foot: 10 7/8"

Foot Trim: 1/8" absolute

Head Trim: 1/8" minimum

Face Trim: 1/8"

Scive: 3/32"

Jog To: Foot

Binding: Perfect 1-up

Binding Trim: 1/8" foot & 3/32 grind-off

Safety: 1/2" from trim for copy on all bleed material

### Stock

Maximum weight: 80#

Minimum weight: 2pg 70#, 4 pg 40#

Insert Format: Folded without pre-stitching, open head

### Size of Card

Minimum: 4 x 5"

Maximum: 4 1/4 x 6" \*\*

\*\*If Inc. is printing the card, the best size is 4 x 6".

+ 1/2" tab for binding

+ 1/8" foot trim provided flat

If supplied, ship inserts to

Vicky Jones – Inc Magazine

RR Donnelley

120 Donnelley Drive

Glasgow, KY 42141

If supplied, ship blueline to

Jane Hazel

Inc. Magazine

7 World Trade Center, 29th Floor

New York, NY 10007-2195

(212) 389-5308

If Inc. prints, send material to

Jane Hazel

Inc. Magazine

7 World Trade Center, 29th Floor

New York, NY 10007-2195

(212) 389-5308

### Contacts

Jane Hazel

Inc. Magazine

7 World Trade Center, 29th Floor

New York, NY 10007-2195

(212) 389-5308

(212) 389-5498 - fax

jhazel@mansueto.com

### Shipping Supplied Inserts

Required Shipment Information for Materials  
(to be attached to all four sides of each skid)

- Customer
- Title of Publication: Inc. Magazine
- Issue Date or Issue Name
- Quad Job Number
- Description of Contents
- Code Number
- Quantity in each lift or in each carton
- Number of lifts or cartons in each layer
- Total Quantity on Skid

A sample of the product must be displayed on the outside of each skid, on all four sides. The product should be packed neatly and securely with layer sheets, stretch wrap, and 5 bands.

Ship address:

RR Donnelley

Attn: Vicky Jones /Inc. Magazine job # \_\_\_\_\_.

Inc. Magazine

120 Donnelley Drive

Glasgow, KY 42141

Mattoon, IL 61938

Tel: 270-678-0374

## Digital File Specifications for Inc.

<u>Issue Dates</u>	<u>Job Number</u>
Oct. '09	46810
Nov. '09	46811
Dec./Jan. '10	46812
Feb. '10	46814
Mar '10	46815
Apr. '10	46816
May '10	46817
Jun '10	46818
Jul/Aug. '10	46819
Sep. '10	46821
Oct. '10	46822
Nov. '10	46823
Dec/Jan. '11	46824

phone: 414-566-2818

\* Please Include instructions as to what issue the materials are for.

\* Please call Dave Powell (212) 389-5416 or email:dpowell@Mansueto.com at Inc. Production for material extensions.

### Production Schedule

<u>Issue</u>	<u>On Sale Date</u>	<u>Ad Close Date</u>	<u>Regional Close Date</u>	<u>Supplied Inserts Due</u>
Oct '09	09/29/2009	08/20/2009	08/13/2009	09/01/2009
Nov '09	11/03/2009	09/24/2009	09/17/2009	10/06/2009
Dec/Jan '10	12/08/2009	10/29/2009	10/22/2009	11/10/2009
Feb '10	01/19/2010	12/10/2010	12/03/2009	12/18/2009
Mar '10	03/02/2010	01/21/2010	01/14/2010	02/02/2010
Apr '10	04/06/2010	02/25/2010	02/18/2010	03/09/2010
May '10	05/04/2010	03/25/2010	03/18/2010	04/06/2010
Jun '10	06/08/2010	04/29/2010	04/22/2010	05/11/2010
Jul/Aug '10	07/06/2010	05/27/2010	05/20/2010	06/08/2010
Sep '10	08/24/2010	07/15/2010	07/08/2010	07/27/2010
Oct '10	09/28/2010	08/19/2010	08/12/2010	08/31/2010
Nov '10	11/02/2010	09/23/2010	09/16/2010	10/05/2010
Dec/Jan '11	12/07/2010	10/28/2010	10/21/2010	11/09/2010

Ad Materials: Please submit your ads for Inc via the web at <https://www.adshuttle.com>

Shipping of Proof: Please Include an insertion order with all materials.

Quad Graphics  
Attn: Kurt Handeland c/o Inc.  
N63W23075 Main St.  
Sussex, WI 53089-2827