

Ad Material Requirements

Digital Advertising Specifications

Ad materials are to be supplied as digital files in the preferred

PDF/X-1a:2001 Format

To match the color expectations of our advertisers, Nielsen Business Media requires the PDF/X-1a:2001 file format and a SWOP proof for each ad submitted. Advertiser/agency accepts full responsibility for reproduction variations between the digital file and the printed image for ads submitted in non-preferred formats. Non-adherence to the preferred format may necessitate production fees. Nielsen Business Media is not responsible for making corrections to supplied files.

Customer-supplied digital files and SWOP proofs will be retained for up to three months following publication date and then destroyed unless otherwise requested in writing.

PDF/X-1a:2001 File Preparation

Adherence to the following guidelines in application file preparation will aid in successful file conversion:

Create ad layouts in a professional desktop publishing program such as Adobe InDesign® or QuarkXPress™.

- Create one PDF/X-1a file per ad or ad page; spread ads may be submitted as a single file.
- Orientation: Set native application files in portrait mode at 100% with no rotations.
- Color: Define all colors as CMYK process. Unintended spot color and or Pantone colors must be converted to CMYK process. RGB, LAB and ICC based colors are not allowed. Black & white images should be saved as single channel black only before placing them into the page. Nested grayscale or nested single channel black may become 4/C when printed. Delete any unused colors.
- Images: Must be high resolution SWOP-compliant with a resolution of 300dpi for CMYK and 1200dpi for black & white images. OPI selections should be turned off. Do not nest EPS files within other EPS files. Save images in TIFF or EPS format, with no embedded color management profiles.
- Total area density for color images should not exceed SWOP standard of 300%.
- All ads must be created to bleed specification with crops (printer marks) set at trim dimensions and placed outside the bleed area. Bleed must extend 1/8" beyond trim. Keep live matter a minimum of 3/8" from trim edge.
- Type: Fonts must be embedded. Use Postscript Type 1, Open Type or TrueType fonts only. Text containing thin lines, serifs or small lettering should be restricted to one color.
- Layers within the document file must be flattened. Opacity – all objects, artwork or effects in the document should be set at a maximum of 99 percent before flattening layers.

- Generation of acceptable PDF/X-1a:2001 files is done by the output of a Postscript file (.ps) which is then distilled through Adobe Acrobat Distiller using the PDF/X-1a setting to avoid font, transparency and layering issues. It is recommended that the PDF file be certified PDF/X-1a:2001 using a PDF preflight utility like Adobe Acrobat Professional (version 6 or higher) or Enfocus PitStop.

- Direct export option out of Adobe InDesign® CS3 or later and/or QuarkXPress™ 7.0 or later can be utilized as long as the PDF/X-1a:2001 setting is used.

Proofing Requirements

A SWOP certified proof is required for all color ads. Proofs must be representative of the supplied file at actual size and display a printer's color control bar. Alternative proofing formats will be used for content only. Visit www.swop.org for a complete list of current certified proofing options. When calling for spot color (Pantone) usage on press, clearly indicate such on the supplied proof.

Ad Submissions

Submit PDF/X-1a:2001 advertising materials through our ad portal at www.nielsenadservices.com for *Business Travel News*

Enter user name: NBM_BTN (case sensitive)

Enter password: NBMUser01 (case sensitive)

Complete the job ticket and attach your PDF/X1-a:2001 file(s) and hit the Send button.

Please allow for file(s) to complete processing.

Provide a SWOP proof along with the insertion order and ship to production contact.

File naming: Publication abbreviation, issue date and ad name.

Example: BTN_Feb02_Best Western.pdf

Do not exceed 50 characters in the naming convention.

When sending a revised file, include _REV at the end of the file name and contact the production manager to alert of the revised submission.

Example: BTN_Feb02_Best Western_REV.pdf

Files may also be provided via CD or DVD in Macintosh format: Enclose a copy of the insertion order and label the media with the following: Magazine name, issue date, advertiser, agency name, contact name and phone and file name/number. We do not return CDs.

E-mailed ad submissions are NOT acceptable.

More Information:

For more information regarding these specifications or shipping address, contact Production Manager, Noah Klein at 646-654-5179 noah.klein@nielsen.com.