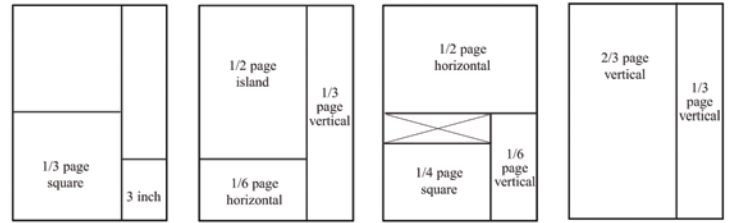


KITPLANES®

Mechanical Requirements

Unit	Width inches (<i>picas</i>)	Depth inches (<i>picas</i>)
2-page spread bleed	16" (96p)	10-3/4" (64p9)
2-page spread live area	13-3/4" (82p6)	10" (60p)
Bleed page	8-1/8" (48p9)	10-3/4" (64p9)
Full page live area	6-7/8" (41p3)	10" (60p)
2/3 page vertical	4-5/8" (27p9)	9 3/4" (58p6)
1/2 page horizontal	7" (42p)	4-3/4" (28p6)
1/2 page island	4-5/8" (27p9)	7-1/8" (42p9)
1/3 page vertical	2-1/4" (13p6)	9 3/4" (58p6)
1/3 page square	4-5/8" (27p9)	4-3/4" (28p6)
1/4 page square	4-5/8" (27p9)	3-1/2" (21p)
1/6 page vertical	2-1/4" (13p6)	4-3/4" (28p6)
1/6 page horizontal	4-5/8" (27p9)	2-3/8" (14p3)



Printed: Web Offset

Binding: Perfect Bound

Trim Size: 7-7/8" x 10-1/2"

Bleed Allowance: 1/8" on all edges

Safety Area: 1/4"

Dot Gain on Press: 17-23%

Ink Specifications: 4/C process

Rotation of Colors: SWOP (Black, Cyan, Magenta, Yellow)

DIGITAL AD SPECIFICATIONS

Required File Formats: PDF/X-1a: PDF version 1.3 (Acrobat 4); output resolution 2400 dpi; composite CMYK; high-quality JPEG or lossless Zip compression; resolution for color and gray scale images is 300 dpi; resolution for monochrome images is 1200 dpi; and fonts are embedded and subsetted 100% as well as other characteristics. Trapping is the responsibility of the file provider. Total density should not exceed 290%.

Unacceptable file formats: Other file types, such as Postscript, TIFF, TIFF/IT, EPS or native applications such as Quark, InDesign, Illustrator, Photoshop, etc.

IMAGES

Photographic: Should be saved in TIFF or EPS format, not JPEG, and must not contain extra channels. The color space should be CMYK or Grayscale. Do not place CMYK images in black & white ads. The maximum ink coverage (C+Y+M+K), not to exceed 290%. The resolution of images should be 300 dpi. Images should not contain embedded transfer functions or halftone screens. Do not use ICC profiles or other color management.

Linework: Should be saved as a bitmap TIFF. Should have an effective resolution of 1200 to 2400 dpi.

Vector (EPS logos, etc): Images must be embedded, not linked. Fonts must be converted to outline (preferred) or embedded within the EPS. Do not place EPS files inside of EPS files.

Colors: No RGB or Pantone. Must be CMYK. Ink coverage not to exceed 290%.

DOCUMENT SETUP

For full page ads, your document page size should match the magazine page size. Trim marks with 1/8" offset. Bleeds should extend 1/8" beyond trim. Maximum one ad per document.

FONTS

We can only accept PostScript Type 1 fonts. If TrueType fonts are used, they must be converted to outlines in Illustrator or a similar program, or embedded within a PDF. Type must not have styles (bold, italic, etc) applied in the page layout program. The actual (bold or italic) font must be selected.

SUBMITTING DIGITAL ADS

5 meg and under: Email to ad.copy@kitplanes.com. We will confirm receipt of your email.

Over 5 meg: Please send it through www.yousendit.com. It is a very easy process. Simply sign up for a free account. Type in the following email address ad.copy@kitplanes.com. Put Advertiser Name in the Subject Line. Any other instructions can be placed into the message. You will then need to browse your hard drive and click on the file. When you click on send, it will upload your file to their FTP site. An email will then be sent to you stating that it was uploaded and another email will be sent to KITPLANES Production to download the file. This service will handle files up to 100 meg.

Production Charges will apply if ad does not meet our specifications. Materials are destroyed 12 months after publication.

Please visit www.kitplanes.com/advertising to peruse our 2012 Editorial Planner with deadlines to formulate your advertising schedule now, or call Chuck Preston at 805-382-3363.