



# Advertising Specifications

## Mailing and Shipping Instructions

Contracts, Insertion Orders, Printing

Materials: Mail to *BUILDINGS* magazine, c/o Stamats Business Media, 615 5th Street SE, Cedar Rapids, IA 52401, Attn: Gail Utt.

Fax insertion orders to: 319-848-8137.

Inserts: Contact Gail Utt, Production Director, at 800-553-8878, ext. 5052, for complete shipping instructions.

## Inserts

Sizes:	Untrimmed Size	Trim Size
1 Page Insert	8 1/8" x 11 3/16"	7 7/8" x 10 7/8"
Spread Insert	16 1/4" x 11 3/16"	16" x 10 7/8"

**Trim at Head:** 3/16". On spread inserts, allow 1/4" (1/8" on each page) to be trimmed out of center for perfect binding.

**Stock:** 60# minimum; 100# maximum; book weight.

**MarketPlace Rates:** \$75 per column line for Regular Classified (\$60 additional for reader response number); \$340 per column inch for Display Classified (no additional charge for reader response number).

**Regional Advertising Available:** Call production department for rates.

**Agency Commission:** 15% of gross billing to recognized advertising agencies on space, color, special position. NOTE: NO CASH

DISCOUNTS. NET 30 DAYS. A finance charge of 1.5% per month will be added to all past due accounts.

### Publisher's Copy Protective Clause:

Advertiser and advertising agency assume liability for all content of advertisements printed, and also assume responsibility for any claims arising therefrom made against the publisher. Advertisers and advertising agencies agree to indemnify and protect the publisher from any claims or expenses resulting from the advertiser's unauthorized use of any name, photograph, sketch or words protected by copyright or registered trademark. The publisher reserves the right to reject any advertising. The publisher is not responsible for errors in key numbers, Advertising Index or Reader Service Numbers. Publisher reserves the right to hold advertiser and/or its advertising agency jointly and severally liable for such monies as are due and payable to the publisher.

**Short Rates and Rebates:** We encourage advertisers to plan all placements and promotional activities in advance in order to garner the best rates and positioning and to guarantee availability. As a courtesy, we extend frequency discounts to scheduled advertisers in advance of schedule completion. The discount is earned only upon fulfillment of the space commitment for the

entire ad schedule. In the event that the frequency discount is not earned within a 12-month period, the rates will be adjusted to reflect the actual earned frequency and you will be invoiced for the difference.

**Rate Protection Clause:** A minimum of 60 days notice will be given preceding any rate increase. On effective date of new rates, earned frequency on space run to-date will apply to new rates.

## Digital Requirements

**Media:** CD, CD-R, DVD, or DVD-R.

**FTP:** For FTP site access (the preferred file transfer method), contact Evan Brownfield at (evan.brownfield@stamats.com).

**Software:** Our production department is Mac-based and uses computer-to-plate technology. We prefer press-ready PDF-X1a files (file must include bleed, trim marks and exact trim size: 7 7/8" x 10 7/8"). We also accept native files created with the following software: Adobe InDesign, Adobe Photoshop, Adobe Illustrator

**Images:** Photographic images must meet the following guidelines:

**Resolution:** 300dpi

**Color mode:** CMYK or Grayscale (convert all RGB images to CMYK)

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**File formats:** TIFF (Image Compression: None; Byte Order: Macintosh) or EPS (save Encoding as Binary, not as ASCII or JPEG).

Low-res JPEG files will NOT be accepted.

**Fonts:** Use only Mac postscript fonts in your document. Do not use TrueType fonts. If your document was created using PC fonts, they will need to be substituted for Mac postscript fonts. If your document was created in an illustration program, please convert all fonts to paths to avoid font conflicts.

**Trapping:** All items in the document must be trapped to fit. We DO NOT provide trapping, and will not be responsible for undesirable results due to improper trapping.

**Proofs:** A color proof must accompany ALL ads. If a color proof is not included with the ad, we will not be responsible for undesirable printing results. Supply a high-resolution Kodak color proof or equivalent, or PDF file. Ad color will not be guaranteed unless the above type of proof is supplied.

## Mechanical Requirements

**Printing Material:** We use computer-to-plate technology, therefore, a \$250 flat fee will be charged for any film negatives submitted.

**Printing:** Web Offset.

**Binding:** Perfect (glued).

**Color:** Black and White, 2-Color and 4-Color Screen: 150 lpi. 4-color Density: Maximum 300%. Provided only one color is solid.

**Inking:** Use Specifications for Web Offset on 50-60 lb. machine coated. Rotation of Colors: Black, cyan, magenta, yellow – Web.

**Material Storage:** Printing material will be stored for 12 months and then destroyed unless advised otherwise.

## Advertising Dimensions

Publication Trim Size: 7 7/8" x 10 7/8"

	Non-Bleed		Bleed	
	Width	Height	Width	Height
2-Page spread	15 1/8"	10"	16 1/4"	11 1/8"
1 Page	7"	10"	8 1/8"	11 1/8"
2/3-Page vertical	4 7/16"	10"	5 1/8"	11 1/8"
1/2-Page island	4 7/16"	7 1/2"	5 1/8"	8 3/16"
1/2-Page vertical	3 3/8"	10"	3 7/8"	11 1/8"
1/2-Page horizontal	7"	4 7/8"	8 1/8"	5 1/16"
1/3-Page vertical	2 1/8"	10"	2 5/8"	11 1/8"
1/3-Page square	4 7/16"	4 7/8"	5 1/8"	5 1/16"
1/4-Page	3 3/8"	4 7/8"	3 7/8"	5 1/16"
1/2-Page horz. spread	15 1/8"	4 7/8"	16 1/4"	5 1/16"

NOTE: Bleed trim is 1/8". Keep live matter 3/8" from trim and 3/8" from gutter.

## Issuance and Closing Dates

**Publishing Date:** 5<sup>th</sup> of issue month.

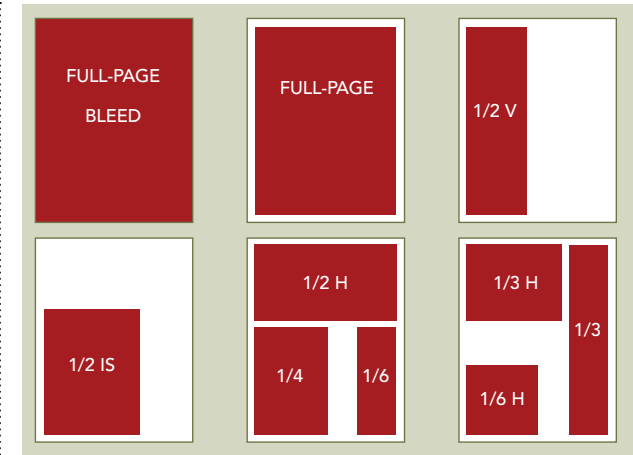
**Closing Date for Orders:** 1st of preceding month.

**Closing Dates for Materials:** 1<sup>st</sup> of preceding month for printing materials and inserts to be printed; pre-printed inserts must arrive at printer by the 15<sup>th</sup> of the preceding month.

**Cancellation Dates:** No cancellations after 1st of preceding month.

### Closing Dates for 2012 Issues

BUILDINGS	Adv Date	Materials Due
January.....	12/2/11 .....	12/5/11
February.....	1/3/12 .....	1/5/12
March.....	2/3/12 .....	2/6/12
April.....	3/2/12 .....	3/5/12
May.....	4/2/12 .....	4/5/12
June.....	5/4/12 .....	5/7/12
July.....	6/1/12 .....	6/5/12
August.....	7/2/12 .....	7/5/12
September.....	8/3/12 .....	8/6/12
October.....	9/3/12 .....	9/5/12
November.....	10/1/12 .....	10/5/12
December.....	11/2/12 .....	11/5/12



## File Transfer System Instructions

**URL:** <http://transfer.buildings.com>

**User name:** Buildings

**Password:** Transfer

Open the folder "Buildings"

Click on the green arrow located at the top of the screen and follow the prompts to upload the file(s).

Please send an e-mail to:

**megan.kommies@stamats.com**

when you have uploaded your files.

## BUILDINGS.com

### E-newsletter Specifications

- Leaderboard: 728 x 90 pixels\*
- Skyscraper: 160 x 600 pixels\*
- Text Sponsorship: 75-words including headline and linking text

Image size: 130 x 130 pixels\*

\*Image as static JPEG or GIF format only

Max file size: 30k, 72 dpi

### Banner Specifications

- Leaderboard: 728 x 90 pixels, 40k, 3 loop limit, 72 dpi JPEG, static or animated GIFs
- Medium Rectangle: 300 x 250 pixels, 40k, 3 loop limit, 72 dpi JPEG, static or animated GIFs
- Catfish: 955 x 75 pixels, 40k, 3 loop limit, 72 dpi JPEG, static or animated GIFs
- Flash/Director/Shockwave: no VB script will be allowed. Sniffer code must be provided
- SWF, GIF and HTML files required
- Need click-thru/tracking URL in separate document
- No embedded creative

### Pay for Performance Specifications

- 500-character description
- Document image
- Company logo
- E-mail address for lead delivery

### Sponsored Links Specifications

- 150 character text write-up
- Company or targeted URL

### Video Specifications

Preferred format:

- Quick Time (MOV)
- Windows Media (WMV)

Other usable formats:

- MPEG-1
- MPEG-2
- MPEG-4/H.264 3GPP
- AVI DV (digital file only)

Unacceptable formats:

- Real media (.RM) formatted DVD
- Formatted CD-ROM
- Any tape base format

We do not accept pre-formatted/authored DVD's or CD-ROM's. However, this does not exclude digital files on those media, as long as they are burned as "data" DVD's or CD-ROM's.

- Highest resolution possible (640 x 480 pixels)

### Contextual Advertising Specifications

*Please provide only one of two material options below.*

- 130 x 130 pixel image
  - 150 character text write-up
  - Company or targeted URL to link customers to your site
  - The word(s) you want to own
- OR
- 250 x 300 pixel medium rectangle image (static only)
  - Company or targeted URL to link customers to your site
  - The word(s) you want to own