



Page Size	
page trim size	8" x 10-3/4"
live matter	7" x 10"
spread trim size	16" x 10-3/4"
spread live matter	15-1/2" x 10"

Note: Supplements may be tipped-in and may be edge-trimmed to fit.

Bleed	
page	8-1/8" x 10-7/8"
spread, gutter bleed	14-3/4" x 10"
spread, full bleed	16-1/4" x 10-7/8"

Live matter must be kept at least 3/8" away from trim edge on bleed pages.

Column Width	
2-column page	3-3/8"
3-column page	2-1/4"
4-column page	1-1/2"
classified column	2-1/8"
services marketplace unit	3-3/8" x 1-3/4"

BNP Media is steadily switching all publications to a computer-to-plate workflow. We strongly encourage advertisers to supply digital files instead of film. Please call the production manager if you need assistance creating digital files.

## PRINTING SPECIFICATIONS

- Binding:** Saddle-stitched, except for January and *Data Book*, which are perfect bound. Call production manager to check.
- Printing:** Heat-set web-fed offset.
- Film:** Screened offset negatives, right-reading with emulsion side down.
- Screen:** 150 line screen recommended.
- Proofs:** Complete match print proof and set of progressive proofs with color bars are required.
- Color Rotation:** Magenta, yellow, cyan and black progression.
- Composition:** Costs incurred in producing necessary offset material will be billed separately.

## DIGITAL AD REQUIREMENTS

**Platforms:** Macintosh preferred. (IBM-compatible accepted, fonts will be replaced by Mac versions.)

**Preferred File Formats:** Quark XPress, Adobe Photoshop and Adobe Illustrator files accepted. PDFs are accepted. Please call the production manager for correct distiller settings.

**Photos:** 300 dpi saved as TIF or EPS. Color images must be CMYK. Do not compress graphics using JPG or LZW.

**Colors:** All colors used should be CMYK, unless a spot color has been purchased.

**Electronic Submission:** CD-ROM disks accepted. E-mail and FTP options should be discussed with the magazine's production manager. All artwork (photographs, logos, clipart, etc.) and all fonts (both printer and screen fonts, Postscript Type 1 fonts recommended) must be included. A screened contract quality proof created from the final electronic file must be submitted with each color ad. Kodak Approval proofs preferred. Iris or other SWOP Standard proofs accepted. Color cannot be guaranteed unless an acceptable proof is provided. Please supply B&W laser printout for B&W ads.

**Ad Size:** Crop marks for full-page ads should be at trim size (8" x 10-3/4"). Bleed ads should extend beyond trim crop marks by 1/8" on each side. Vital matter must be kept at least 3/8" away from trim edges. Fractional ads should match sizes published in media kit.

**Proofs:** Proofs for advertiser-supplied display ads will not be sent unless requested.

**Storing Material:** Film, artwork, disks/CDs will be stored for two years and then destroyed, unless otherwise advised by the advertiser or agency.

**Send all I/Os and materials to:**  
 Amy Alef  
 Production Manager  
 alefa@bnpmedia.com

*Ceramic Industry*  
 2401 W. Big Beaver, Ste 700  
 Troy, MI 48084  
 fax: (248) 786-1348

Note: *Ceramic Components Directory (CCD)* is digest-sized. See CCD flyer for specs, rates and other information.