



DIGITAL ADVERTISING GUIDELINES

1. Personnel and Shipping Instructions:

Ship ad materials to: Pat Boselli, Production Coordinator, Wireless Systems Design
Penton Media, Inc.
45 Eisenhower Drive – 5th floor
Paramus, NJ 07652
Phone: 201-845-2404
Email: pboselli@penton.com

Send insertion orders to: Dotty Sowa, Customer Service Representative
(same address as above)
Phone: 201-845-2453
Email: dsowa@penton.com
Fax: 201-845-2494

Ship supplied inserts to: R. R. Donnelley
1600 North Main St.
Pontiac, IL 61764

2. Size specifications: **Wireless Systems Design** is printed web offset using computer-to-plate technology, and is saddle-stitched.

Ad Dimensions:

Trim size: 7-3/4" wide x 10-3/4" high

Page Unit	Width	Height
Standard page	7"	10"
Page bleed	8"	11"
Spread bleed	16"	11"
2/3 page	4-1/2"	10"
1/2 page vertical	3-1/4"	10"
1/2 page horizontal	7"	4-3/4"
1/2 page island	4-1/2"	7-1/2"
1/3 page vertical	2-1/8"	10"
1/3 page vertical bleed	2-3/4"	11"
1/3 page square	4-1/2"	4-3/4"
1/4 page	3-1/4"	4-3/4"
1/6 page vertical	2-1/8"	4-3/4"

Recommended safety for live matter on bleed ads is 1/2" in from any edge.

3. Platforms accepted: Macintosh

4. Files accepted: PDF/X, PDF/X-1a, PDF, PostScript, TIFF-IT/P1 or EPS (with embedded fonts and graphics). All TIFF-IT/P1, PDF/X-1a and PDF/X files must be verified by the DDAP Verifier program.

5. Color: Send all files in CMYK mode unless a Pantone color is running. RGB or CIE Lab colors should be converted to CMYK prior to submission. Please indicate all colors, including Pantone colors, on the checklist. Do not embed CIE Lab colors in your file, as they will not RIP correctly. Please be aware that color shifts are possible if Penton must do the conversion.

6. Embedded elements: Minimum resolution requirements are 300 dpi for full-color artwork or grayscale, and 2400 dpi for Bitmap (b&w/line art). Images and logos from websites are not usable for print ads, as they are low-resolution (72 dpi).

7. Fonts: All fonts must be either embedded in the supplied file or converted to paths. PostScript fonts are preferable.

8. Proofs: A proof of each ad must be provided. For B&W ads, please provide a laser proof. For four-color ads, please provide a digital SWOP-certified color proof to ensure reproduction integrity. **Wireless Systems Design** will not be held liable for the reproduction of any color ad submitted without a SWOP-certified proof. (For additional information on SWOP requirements, go to www.SWOP.org.)

Four-color ads should have a maximum inking density of 260%, and no more than one solid color should be used. Reversed type smaller than 10 pt. should not be used in four-color ads. Preferred line screen is 120; maximum acceptable screen is 133.

Send proofs to: Wireless Systems Design Magazine
c/o Penton Electronics Group
45 Eisenhower Drive, 5th floor
Paramus, NJ 07652
Attention: Production Dept.

9. Inserts: Please contact **Wireless Systems Design's** production department for specific requirements, including size, quantities, paper grades, bindery specs, mechanical surcharges (if any), schedules and shipping information. Proofs of all inserts must be submitted for publisher's and postal service's approval prior to acceptance.

10. Electronic file submission: To upload your ad file, go to www.pegdigitalads.com. There you will find step-by-step instructions on how to create PostScript and PDF files, as well as all the documentation needed to submit your file electronically.

11. Issue Dates and Closing Dates for 2005 (published 12 times a year):

Issue	Ad Close	Ad Materials Due
Jan.	12/16	12/27
Feb.	1/14	1/25
March	2/9	2/18
April	3/7	3/15
May	4/6	4/14
June	5/5	5/13
July	6/3	6/13
Aug.	7/7	7/15
Sept.	8/5	8/15
Oct.	9/6	9/14
Nov.	10/7	10/17
Dec.	11/3	11/11