

SUCCESS®

What Achievers Read™

PRINT FILE SPECIFICATIONS

Ad Dimensions			
Space	Live	Trim	Bleed
Spread, bleed	16.375 x 10.5	16.75 x 10.875	17 x 11.125
Spread, no bleed	15.75 x 9.875	16.75 x 10.875	—
Full-page, bleed	8 x 10.5	8.375 x 10.875	8.625 x 11.125
Full-page, no bleed	7.375 x 9.875	8.375 x 10.875	—
2/3-page vertical, no bleed	4.8426 x 9.875	—	—
2/3-page square, no bleed	7.375 x 6.75	—	—
1/2-page horizontal spread, bleed	16.375 x 5.0625	16.75 x 5.4375	17 x 5.5625
1/2-page horizontal spread, no bleed	15.75 x 5	16.75 x 5.4375	—
1/2-page horizontal, bleed	8 x 5.0625	8.375 x 5.4375	8.625 x 5.5625
1/2-page horizontal, no bleed	7.375 x 5	—	—
1/2-page vertical, bleed	3.8125 x 10.5	4.1875 x 10.875	4.3125 x 11.125
1/2-page vertical, no bleed	3.5625 x 9.875	—	—
1/3-page, horizontal, no bleed	7.375 x 3.0625	—	—
1/3-page, vertical, no bleed	2.375 x 9.875	—	—

4-color process only. No spot color. Non-bleed elements must be a minimum of 3/16" from trim margin. Include standard trim, bleed and center marks in all separations, 1/2" outside trim (no marks within bleed area). A contract color composite proof should accompany all ad file submissions.

Printing Process: Web offset
Binding Method: Perfect-bound
Line Screen: 133
Max Density: 300%
Color Rotation: Y, M, C, K

File Transfer Information:
<http://66.112.39.226/upload>
user name: successmagftp
password: SucsM4gz

DIGITAL SPECIFICATIONS (PDF/X-1a files required)

- All furnished PDF files should comply with PDF X-1a specifications.
- All high-resolution images and fonts must be included when the PDF/X1a file is saved.
- Images must be SWOP (CMYK or Grayscale), TIFF or EPS between 200 and 400 dpi.
- No RGB or JPEG images. Do not nest EPS file into other EPS files. Do not embed ICC Profiles within images.
- Fonts can be Type 1, Open type, or TrueType fonts. Multiple Master fonts are not recommended.
- Do not submit CT/LW, TIFF-IT, or DCS files embedded in a PDF "wrapper" (PDF to go).
- Ensure that all image, art, tint and type elements are set to knock out or overprint as desired.
- The ad should be right-reading, in portrait mode, at 100% size, and no rotations.
- Exporting a PDF from InDesign is not recommended because composite fonts (also known as CID or "Identity-H" fonts) have a risk of not imaging correctly.
- DO NOT export as PDF from Quark (5 or 6). Instead, write to a postscript file from the native application and distill into a PDF using Adobe Acrobat Distiller using the correct job options.

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DIGITAL SPECIFICATIONS *continued*

- It is recommended that the PDF file be certified PDF X-1a using a PDF preflight utility.

PDF certification utilities include:

- Adobe Acrobat Professional, versions 6-9
 - Apago Check Up
 - Enfocus Instant PDF
 - Enfocus PitStop
- We cannot accept materials in native application files such as Quark, InDesign, Photoshop or Illustrator.

OTHER MATERIALS

The *SUCCESS* magazine art department, and authorized outside resources, may modify or create production materials for advertisers. Other typesetting, mechanical or film work is billable at commercial rates, with a minimum charge of \$50.

- **Proofs:** An authorized advertiser representative must approve in writing and return a proof of any production work done by *SUCCESS* magazine before the ad can be printed.
- **Schedules:** Materials-due dates refer to deadlines for acceptable production materials. Any such materials delivered to *SUCCESS* magazine requiring modification will require additional time to ensure proper review and finalization to meet the intended deadline.
- **Liability:** Production materials are accepted with the understanding that they will be printed at commercial-magazine quality. Spot colors simulated with process colors may vary significantly from PMS or other samples. Process-color materials printed in *SUCCESS* magazine may not match brightness, color or clarity of proofs made by other methods or on other papers. *SUCCESS* magazine will not be liable for any claim resulting from its perceived failure to match a color printed by another technique. *SUCCESS* magazine, as an accommodation to an advertiser, may print from material not fully accepted as described above with the understanding that *SUCCESS* is not liable for any claim based on this accommodation. Liability for production work produced through *SUCCESS* magazine is limited to production charges for that work. *SUCCESS* is not liable for production claims in any instance in which the requirement for a contract proof is waived.

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ON-LINE FILE SPECIFICATIONS

Ad Type	Dimensions	Required Files	Size or Length	Loop/Time	Media Types Accepted	Additional Info
Skyscraper	160 x 600	.jpg/.gif/rich media, 3rd-party tag, click-through URL	30k	2 loops; 15 sec.	All Rich Media	Must provide click-through URL
Button	149 x 116 125 x 125	.jpg/.gif/rich media, 3rd-party tag, click-through URL	30k	2 loops; 15 sec.	All Rich Media	Must provide click-through URL
Streaming Video	247 x 270	Streaming or Flash files	:15 and :30 spots	N/A	All Rich Media	Only available on Subsites, not Home Page
<i>Seeds of SUCCESS</i> Display ad	200 x 125	.jpg/.gif/rich media, 3rd-party tag, click-through URL	30k	2 loops; 15 sec.	Static Media	Must provide click-through URL
Rectangle	300 x 250 300 x 100	.jpg/.gif/rich media, 3rd-party tag, click-through URL	30k	2 loops; 15 sec.	All Rich Media	Must provide click-through URL

Ask your representative about new online advertising availabilities coming in 2011.

- Changes and Cancellations—All creative materials must be received at least 5 business days prior to launch of campaign. Streaming Video creative must be received at least 10 business days prior to launch of campaign.
- SUCCESS.com reserves the right to approve all ad creative that will run on SUCCESS.com and reject all ad creative it does not find appropriate.
- SUCCESS.com will provide click-through data for each campaign and report will be given to advertiser.