

SPECS 2008

MECHANICAL REQUIREMENTS

REMOVABLE MEDIA

CDs - Applications & formats must be indicated.

ACCEPTABLE SOFTWARE

Adobe Acrobat PDF Files (**PREFERRED**)
Quark Express 4.1-6 • Adobe Illustrator 10-CS2 •
Adobe Photoshop 7 - CS2

All files should be sent MAC formatted. PC files will not be accepted.
All high resolution scans, fonts and a Quark document of placed art
should be sent with ad. Applications & formats must be indicated.

Files should NOT be RGB or have a resolution of 72 DPI. Images at 72
DPI are low resolution and will print poorly.

ADOBE ACROBAT PDF FILES

We support files generated by Adobe Acrobat 4 and Acrobat 5 using
the specific job options settings downloaded from:

<http://www.cadmusmediaworks.com/index2.html>

- A PDF should be generated from a High resolution Postscript file
- All items not mentioned should be turned off, set to default or to none. Use the Prinergy Refiner Postscript Printer Description (PPD), which can be downloaded from:
www.cadmusmediaworks.com/index2.html.
- All application files must be flattened before generating PDF files.

TRANSMISSION

BILLBOARD must be notified by phone or e-mail **PRIOR** to transmission of an ad. Please contact Chris Dexter at (646) 654-4656 (T) • (646) 654- 4670 (F) • cdexter@billboard.com (E) with any questions.

FTP (File Transfer Protocol)

Send file to: [ftp.billboard.com](ftp://ftp.billboard.com).

Put files in directory called: **billboard_ads**.

Enter user name: **billboard**

password: **magazine**

E-MAIL Ads should be sent to: bbads@billboard.com.

PROOFS: Billboard is NOT liable for final output of your ad if you do not send a proof at 100% with your file. Color proofs must be an Iris or Kodak Approval. All other proofs will be used for content only.

SEND discs and proofs to:

Billboard, 770 Broadway, 7th floor, New York, NY 10003

Attn: Chris Dexter

STORAGE OF PRINTED PDFs

Advertisements running in Billboard will remain on file for one year.

AGENCY COMMISSIONS

15% of gross billing is allowed to recognized advertising agencies (on space, color and position charges only), provided account is paid within 30 days of invoice date and camera ready artwork is provided. Letterhead/official insertion order required. **NO CASH DISCOUNT.** No advertising accepted from agencies acting solely as "agents" for their clients. Commission is NOT allowed on such charges as backing inserts, trimming, printing of inserts and all production functions performed by publisher.

PRODUCTION CHARGES

Files sent in acceptable PDF format will not incur production charges. For all native files (QuarkXpress, Illustrator or Photoshop) a \$25 charge per color will apply.

PAPER

Coated web groundwood

PRINTING

Printing by web offset

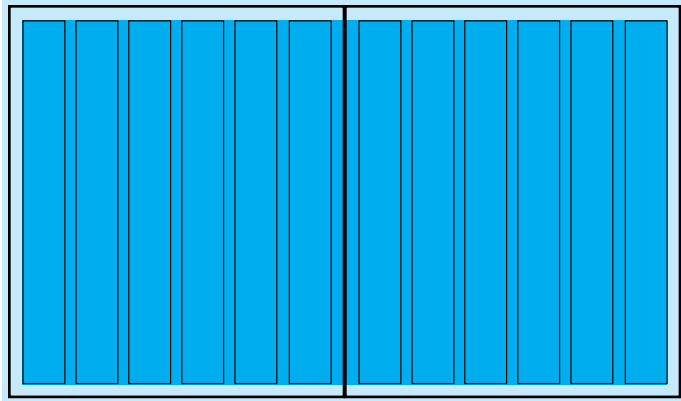
BINDING METHOD

Saddle stitched

Billboard magazine is produced CTP.

Billboard®

SPECS 2008



2-PAGE SPREAD

Gutter bleed:

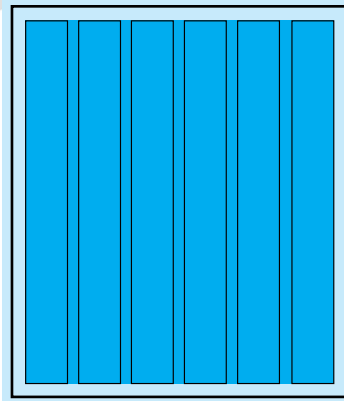
21¹/₈" x 125⁵/₈"
53.7cm x 32cm

Full bleed:

21⁷/₈" x 13³/₄"
55.6cm x 34.9cm

Trim:

21³/₄" x 13¹/₂"
55.2cm x 34.3cm



FULL PAGE

Non-bleed:

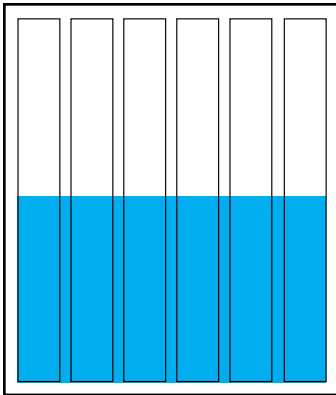
10¹/₁₆" x 12⁵/₈"
25.6cm x 32cm

Full bleed:

11¹/₈" x 13³/₄"
28.3cm x 34.9cm

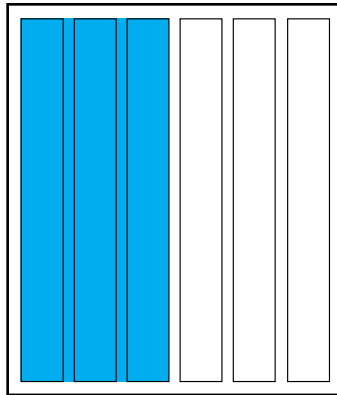
Trim:

10⁷/₈" x 13¹/₂"
27.6cm x 34.3cm



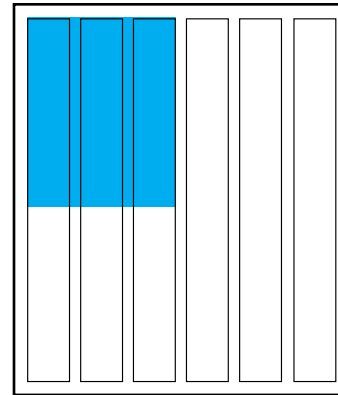
HALF PAGE HORIZONTAL

9⁷/₈" x 6¹/₈" 25.1cm x 15.6cm



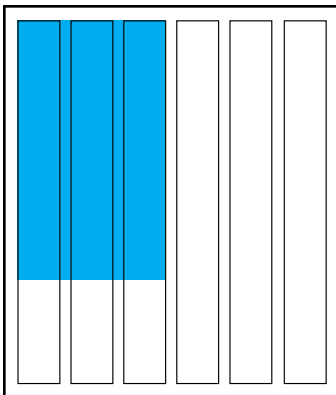
HALF PAGE VERTICAL

4¹³/₁₆" x 12¹/₂" 12.2cm x 31.7cm



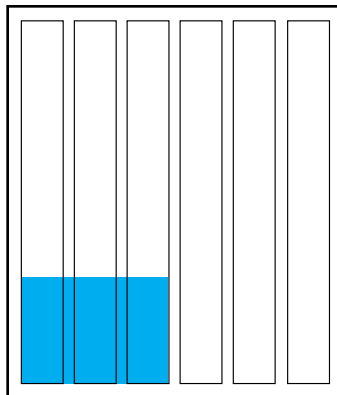
QUARTER PAGE

4¹³/₁₆" x 6¹/₈" 12.2cm x 15.6cm



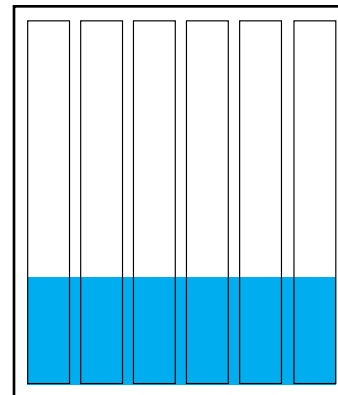
3/8 PAGE VERTICAL

4¹³/₁₆" x 9³/₈" 12.2cm x 23.8cm



1/8 PAGE HORIZONTAL

4¹³/₁₆" x 3" 12.2cm x 7.6cm



HORIZONTAL STRIP

9⁷/₈" x 3" 25.1cm x 7.6cm

Premium size
ONLY
available on
Digital Page

Billboard.com • Billboard.biz

Billboard®