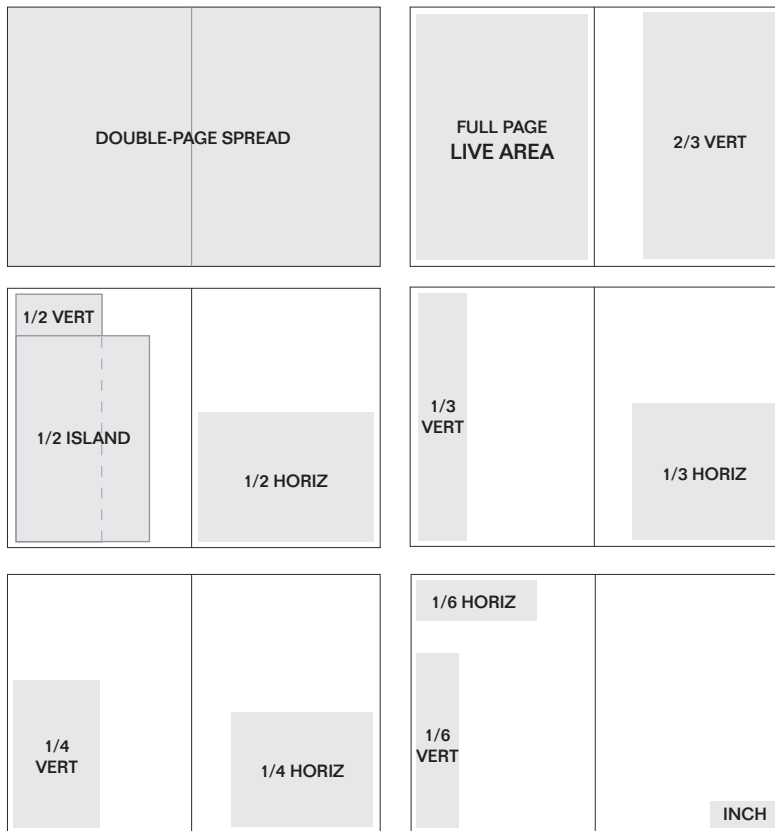


Production Specifications

AD SIZES

BOOK TRIM SIZE 7⁷/₈" X 10³/₄"



DOUBLE-PAGE SPREAD

LIVE AREA 15" x 10"
BLEED 16" x 11"

FULL PAGE

LIVE AREA 7" x 10"
BLEED 8 1/8" x 11"

2/3 PAGE

4 1/2" x 10"

1/2 PAGE

ISLAND 4 1/2" x 7 1/2"
VERTICAL 3 3/8" x 10"
HORIZONTAL 7" x 5"

1/3 PAGE

VERTICAL 2 1/8" x 10"
HORIZONTAL 4 1/2" x 5"

1/4 PAGE

VERTICAL 3 3/8" x 5"
HORIZONTAL 4 1/2" x 3 3/4"

1/6 PAGE

VERTICAL 2 1/8" x 5"
HORIZONTAL 4 1/2" x 2 1/2"

COLUMN INCH

2 1/8" x 1"

SPECIAL POSITIONS

Orders stipulating preferred position not accepted for less than full-page, except on an "or omit" basis and subject to publisher's approval. Advertisers who negotiate back cover positions and pay for it, have option on back cover position in corresponding issue the following year. However, the advertiser must exercise that option by notifying **BEEF** in writing 60 days prior to closing date. Specified position pages cannot be cancelled after 60 days prior to publication date.

BLEED

- a. No charge for bleed
- b. Minimum size for bleed is 1/2 page.

INSERTS

- a. Inserts accepted. Pre-printed or arrangements made with Publisher to do printing, cancelable only on 60 days notice prior to closing date.
- b. Advertisers may produce multiple-page inserts in varying sizes. Paper stock: Minimum 40 lb., maximum 60 lb. Over 60 lb. will incur an extra charge of \$12/M.
- c. Multiple page inserts, gate folds and inserts less than full page size and/or circulation are accepted. Rates and specifications upon request.
- d. Mechanical specifications, quantities, rates and delivery date must be obtained from the Publisher.
- e. Advertiser is required to submit sample of insert (mock-up) for Publisher's approval.

BEEF is a saddle stitched publication.

1 page

Trim: 7 7/8" x 10 3/4"

Bleed: 8 1/8" x 11"

Live: 7" x 10"

2 page

Trim: 15 3/4" x 10 3/4"

Bleed: 16 1/4" x 11"

Live: 14 3/4" x 10"

We prefer digital files on disk with a contract proof. We can not guarantee color reproduction on press with out a contract proof.

**Digital Specs: We prefer hi-resolution PDFs with fonts embedded.
PDFX1a is acceptable.**

Other acceptable formats: QuarkXpress 4.0-6.5, Adobe Indesign, Illustrator or Photoshop up to version CS2. Can also save as an image file such as EPS or TIFF.

We do not accept Adobe Pagemaker, Freehand or Corel Draw.

- ◆ All images (including logos) should be included either as EPS, TIFF or JPG.
- ◆ Resolution for electronic art should be no less then 300 DPI
- ◆ Provide all screen and printer fonts used in the file.
- ◆ Disks should be Mac compatible CD.
- ◆ A digital proof or laser copy of the file must accompany the supplied disk.
- ◆ All colors must be converted to CMYK Format.
- ◆ Do not include previous file versions or unnecessary support files.
- ◆ Supply contact name and phone number with the ad.

Any charges incurred by the publisher due to file problems or incompatibility issues will be passed on to the advertiser.

To E-mail: please compress all files using DropStuff/StuffIt or WinZip and send to bonnie.oslund@penton.com

FTP site available: [ftpserver2.penton.com](ftp://ftpserver2.penton.com)

user id: adclient2 **password:** adclient2

Please e-mail bonnie.oslund@penton.com with the file name after you've uploaded to the ftp site. If you are sending native files, please include a low-res PDF for placement only or fax a proof to 952-851-4615

Questions? Call Bonnie Oslund at 952-851-4624

Ship materials to: BEEF Magazine Production Dept.
Penton Media, Inc.
7900 International Drive, Suite 300
Minneapolis, MN 55425