

# DIESEL PUBLICATION AD SPECIFICATIONS

Please follow these specifications closely to ensure the highest quality advertisement possible.

**Failure to meet these specifications could delay production deadlines and advertiser may incur production charges.**

All ads should be created on a Mac platform using accepted programs and formats.

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## Supported Page Layout Programs

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### Preferred Program

#### InDesign CS5.5 or earlier

- In File menu select "Package" to extract document and artwork
- Select *Copy Fonts (Except CJK)*
- Select *Copy Linked Graphics*
- Select *Update Graphic Links In Package*

#### QuarkXpress 8.5 or earlier

- Use "collect for output" function to extract document and artwork
- Select *Layout, Linked Pictures, Printer Fonts and Screen Fonts*

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## Supported Graphic Programs

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### Photoshop CS5 or earlier

- Save images as CMYK
- 300 dpi at 100%
- Photoshop EPS or TIFF format
- When saving Photoshop EPS images  
Deselect *Use Proof Setup and Embed Color Profile*  
Photoshop EPS Options
  - Preview: Macintosh (8 bits/pixel)
  - Encoding: Binary
  - All other options deselectedPlease note: Clipping paths should have a flatness of 1
- When saving TIFF images  
Deselect *Embed Color Profile*
  - Image Compression: None
  - Pixel Order: Interleaved (RGBRGB)
  - Byte Order: Macintosh

### Illustrator CS5 or earlier

- Save images as CMYK
- Include all fonts and native files
- EPS images must have
  - Preview Format: TIFF (8-bit color), Select *Transparent*
  - Fonts: Select *Embed Fonts*
  - Options: Select *Include Linked Files*
  - Adobe Postscript®: LanguageLevel 2

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## Other Supported Format

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### PDF Documents

#### (Acrobat X or earlier)

- Must have 300 dpi resolution
- All fonts embedded
- All document security turned off
- No passwords
- Accepted InDesign PDFs from InDesign CS5 and earlier. **Please request PDF pre-sets.**
- All graphics **MUST BE** CMYK or grayscale (No RGB)
  - **NO COMPRESSION**
  - **NO ICC Profiles**

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## Material Requirements

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Send all materials used to create the advertisement. The "registration" option must be selected when printing so that the file prints with crop marks, bleed, file name, date and time. All media should be labeled with the advertiser and/or agency name, contact name and phone number. If sending CD/DVD, a printed directory of each disc's content should also be included.

- All postscript screen and printer **FONTS** must be provided. Any missing fonts may result in reflow, bad breaks and/or missing text. Do not use **Bold** or *Italic* attributes from the style menu.
- **ALL IMAGES** and graphics must have a resolution of 300 dpi at 100%.
- All images and graphics must be in **CMYK** or Grayscale color mode. RGB images or graphics are not acceptable. **ALL** images/graphics must be sent.
- **Black type must NOT be 4 COLOR.** Black type must consist of black ink **ONLY**. Grayscale type must **ONLY** be a percentage of black ink. Publisher reserves the right to change advertiser's file to meet this requirement.
- All solid areas of black (excluding type) to be printed must be set up as **RICH BLACK**, which is defined as 30% Cyan, 20% Magenta, 20% Yellow and 100% Black. Publisher reserves the right to change advertiser's file to meet this requirement.
- **DENSITY** of all colors combined in a single area should not exceed 310%.
- Color advertisements must be accompanied by a **Color Proof**. A medium-resolution .tif or .jpg is acceptable to check layout and line breaks. If color is critical, a Digital Matchprint color proof is required. Correct color values must be present in the digital files.
- Materials are kept on file a minimum of two years. Request verification before issuing **Pickup Instructions** from earlier issues.

**Publisher refuses responsibility of printed ad if requirements are not followed.**

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## Shipping Information

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Please send materials to:

Advertising Manager — *Publication Name*

Diesel & Gas Turbine Publications

20855 Watertown Road, Suite 220

Waukesha, WI 53186-1873, U.S.A.

Phone: (262) 754-4100

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## FTP Information

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ftp.dieselpub.com

Username: ftpuser

Password: Call for current - (262) 754-4100

# DIESEL & GAS TURBINE PUBLICATIONS MECHANICAL REQUIREMENTS

Publication trim size is 8 x 10.5 in. (203 x 267 mm). For full page and horizontal bleed ads, keep live material 0.375" (10 mm) from bleed edges. For vertical bleed ads, keep live material 0.375 in. (10 mm) from bleed edges on top and bottom and 0.4375 in. (11 mm) from bleed edges on left and right.

## Full Page

**Bleed Size (orange rule):**  
8.25 x 10.75 in (210 x 273 mm)

**Trim Size (green rule):**  
8 x 10.5 in (203 x 267 mm)

**Live Area (pink rule):**  
7.5 x 10 in (191 x 254 mm)

**ALL IMPORTANT MATERIAL MUST STAY WITHIN THE LIVE AREA TO AVOID BEING TRIMMED OFF**

**Non-Bleed Size (blue rule):**  
6.75 x 9.75 in (171 x 248 mm)

## 2-Page Spread Full Bleed

**Left Page's - Bleed Size:**  
8.25 x 10.75 in (210 x 273 mm)

**Each Page's - Trim Size:**  
8 x 10.5 in (203 x 267 mm)

**Each Page's Live Area (pink rule):**  
7.5 x 10 in (191 x 254 mm)

**ALL IMPORTANT MATERIAL MUST STAY WITHIN THE LIVE AREA TO AVOID BEING TRIMMED OFF**

## 2-Page Spread Full Bleed

**Right Page's Bleed Size:**  
8.25 x 10.75 in (210 x 273 mm)

**Each Page's - Trim Size:**  
8 x 10.5 in (203 x 267 mm)

**Each Page's Live Area (pink rule):**  
7.5 x 10 in (191 x 254 mm)

**ALL IMPORTANT MATERIAL MUST STAY WITHIN THE LIVE AREA TO AVOID BEING TRIMMED OFF**

**Bleed size combine for both pages: 16.25 x 10.75 in. (413 x 273 mm)**

## Two-Thirds Non-bleed size (blue rule):

4.25 x 9.75 in (108 x 248 mm)

**Bleed Size (orange rule):**  
5.5 x 10.75 in (140 x 273 mm)

**Trim Size (green rule):**  
5.125 x 10.5 in (130 x 267 mm)

**Center live area for bleed off left or right page**

**Live Area (pink rule):**  
4.625 x 10 in (117 x 254 mm)

## One-Third Vertical Non-bleed size (blue rule):

2.9 x 7.5 in (51 x 248) mm

**Bleed Size (orange rule):**  
3.125 x 10.75 in (79 x 273 mm)

**Trim Size (green rule):**  
2.75 x 10.5 in (70 x 267 mm)

**Center live area for bleed off left or right page**

**Live Area (pink rule):**  
2.57 x 10 in (57 x 254 mm)

## One-Half Vertical Non-bleed size (blue rule):

3.125 x 9.75 in (79 x 248 mm)

**Bleed Size (orange rule):**  
4.25 x 10.75 in (108 x 273 mm)

**Trim Size (green rule):**  
3.875 x 10.5 in (98 x 267 mm)

**Center live area for bleed off left or right page**

**Live Area (pink rule):**  
3.375 x 10 in (86 x 254 mm)

## One-Third Horizontal Non-bleed size (blue rule):

6.75 x 3.125 in (171 x 79 mm)

**Bleed Size (orange rule):**  
8.25 x 3.625 in (210 x 92 mm)

**Trim Size (green rule):**  
8 x 3.5 in (203 x 89 mm)

**Live Area (pink rule):**  
7.5 x 3.25 in (191 x 83 mm)

## One-Half Horizontal Non-bleed size (blue rule):

6.75 x 4.75 in (171 x 121 mm)

**Bleed Size (orange rule):**  
8.25 x 5.25 in (210 x 133 mm)

**Trim Size (green rule):**  
8 x 5.125 in (203 x 130 mm)

**Live Area (pink rule):**  
7.5 x 4.875 in (191 x 124 mm)

## One-Third Square 2 x 4.75 in (51 x 121 mm)

4.25 x 4.75 in (108 x 121 mm)

## One-Sixth 2 x 4.75 in (51 x 121 mm)

4.25 x 2.125 in (108 x 54 mm)

## One-Quarter 3.125 x 4.75 in (79 x 121 mm)

# CLASSIFIED ADVERTISING

Black & White or grayscale • 300 DPI graphics • Full-inch increments x column width  
1 column = 2.125 in. (54 mm) wide • 2 column = 4.5 in. (114 mm) wide • 3 column = 6.75 in. (171 mm) wide