

BUSINESS TRAVEL NEWS AD DIMENSIONS / MAGAZINE SIZE



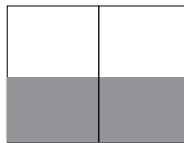
Full Page Ad and
Covers 2, 3, and 4
Live/Non-bleed: 7"w X 10"d
Trim: 7.875"w X 10.5"d
Bleed: 8.125"w X 10.75"d



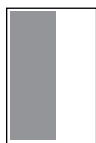
Full Page Spread
Live/Non-bleed: 15.25"w X 10"d
Trim: 15.75"w X 10.5"d
Bleed: 16"w X 10.75"d



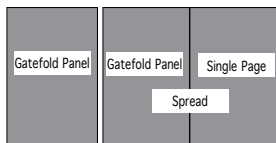
Half Page: Horizontal
Live/Non-bleed: 7"w X 4.875"d
Trim: 7.875"w x 5.25"d
Bleed: 8.125"w x 5.5"d



1/2 Page Spread: Horizontal
Live/Non-bleed: 15.25"w X 4.875"d
Trim: 15.75"w X 5.25"d
Bleed: 16"w X 5.5"d



Half Page: Vertical
Non-bleed: 3.5"w X 10"d



Gatefold 3 pages
Gatefold Panel – unfolds off front cover
Live 7.125"w x 10"h
Trim size: 7.625"w x 10.5"h
Bleed 7.875"w x 10.75"h
Inside Front Cover
Live/Non-bleed 7"w x 10" h
Trim 7.875"w x 10.5"h
Bleed 8.125"w x 10.75"h
Inside Spread – Panel 2 plus Inside Front Cover
Live 15.125"w x 10"h
Trim size: 15.625"w x 10.5"h
Bleed 15.875"w x 10.75"h

PRINT PRODUCTION REQUIREMENTS

Please adhere to the following specifications to ensure the best representation of your artwork.

Digital File Requirements

- PDF/X-1a with embedded fonts
- CMYK (No spot, RGB, or Lab color). Color formats other than CMYK will be converted to CMYK during our pre-press process.
- 300 dpi
- Filename maximum 20 characters; no special characters.
- File size must not exceed 20 MB.

Submitting Ad Materials

Submit your PDF file to the BTN Ad Portal at: <http://www.businesstravelnews.com/adupload.aspx> Only PDF files are accepted for upload.

Instructions for using the Ad Portal:

1. Fill in your contact information.
2. Select Section. wait for remaining fields to populate; Not sure what section to use? Contact us and we'll be happy to help.
3. Select the Issue Date. If your ad materials are to be picked up for additional issues please select the first insertion date and note additional issues in comments.
4. Select Ad Size.
5. Comments. If you are submitting one PDF file for a multiple-page insertion, be sure to confirm the order of pages in the comments field. If you are submitted a revised file, start the file name with REV and place a note in the comments field.
6. Selecting Your Ad File. Click "Browse" button and a "choose file" window will open. Locate your file on your hard drive, server, etc. Select the file and click "Open" to select it.
7. Uploading your file. Select "Upload and Done" if you are only uploading one ad file. To upload multiple ad files without having to reenter your contact info select "Upload and Add Another."
8. Confirmation. You will receive an email confirmation once your upload is complete and we will receive the same email confirmation that will notify us that your ad has arrived. Make note of the confirmation number.

BTN CONTACT LIST

- Lisa Gonzales 201-902-1927
- Michele Garth 201-902-1930
- Email address for questions and extensions only:
BTNAdvertising@ntmlc.com (Do not email ads!)

FILE PREPARATION GUIDELINES

Ad Size

Build your ad to the exact ad size. Turn off crop marks. All live type and images must be kept 1/4" from trim. For bleed, be sure to use the bleed sizes that are 1/8" larger than trim on all bleed sides. When preparing spreads, allow for 1/8" gutter bleed on each side.

FONTS AND RULES

For effects such as bold or italic, select a bold or italic font. Do not "menu-style" your fonts. These styles may not have matching printer fonts available and may not print correctly. Avoid fine serifs on knockout type printing smaller than 8 points. Do not use 100% four-color type. Avoid hairline rules less than .007 inch or 1/2 point.

IMAGE RESOLUTION

Continuous tone images should be set to an effective resolution greater than or equal to 300 dpi. If you place an image that is 300 dpi but scale it above 125%, the effective resolution changes to 214 dpi. For best results, place all images at or close to 100%. Total CMYK densities should not exceed 300 percent in the darkest areas of an image. Do not use JPEG compression.

PREFLIGHTING

The software used to process your digital ad will automatically convert RGB images to CMYK, fix hairline rules and fix total ink coverage issues (density). Please be sure to Pre-flight your file.

FREQUENTLY ASKED QUESTIONS

DO I NEED TO SUPPLY A PROOF?

Color proofs are no longer used on press. The printer uses a closed-loop color system to set the press to SWOP specifications.

CAN I CREATE AN ADVERTORIAL AD?

BTN is bound by federal law to ensure editorial and advertising are clearly marked to avoid confusing readers. The design of advertorial ads must in no way resemble the BTN editorial format. It is expected that a unique design will be used. BTN's Publisher and Editor in chief reserve the right to reject or request changes if an ad too closely resembles a BTN editorial page. Contact production for full detailed guidelines.

CAN I SUBMIT MY AD AFTER THE DEADLINE?

Late files may be subject to additional rush charges. Contact production for material extensions.

WILL YOU ACCEPT OTHER FILE FORMATS BESIDES PDF-X1A?

Files not created to BTN specifications are subject to additional processing charges. Minimum processing charge is \$50. Additional processing charges are billed at \$100 per hour.

CAN I UPLOAD DIRECTLY TO THE BTN FTP SITE?

We prefer for you to upload via the BTN Ad portal but you can upload directly to the BTN FTP site. Notify production when your ad is submitted by sending an email to BTNAdvertising@ntmlc.com with the client name (advertiser running in BTN), file name, ad size, ad color, issue date and issue name. Name your ad with no more than 20 characters. All entries in the FTP address are case sensitive. Host: <ftp03.ntmlc.com> or <ftp://ftp03.ntmlc.com> User ID: [ftpbtnad](#) Password: [BTN!43kd](#) Directory: [\BTN\ad](#)

CAN I USE SPOT COLOR, DUOTONES OR RGB IMAGES?

All CMYK, RGB, spot color, and duotones will be converted to CMYK automatically. Please be sure to Pre-flight your file. Spot/PMS colors can be used if purchased in advance.

WHAT IS A CONTINUOUS TONE IMAGE?

Continuous tone images are images that have a virtually unlimited range of color or shades of gray. Photographs are continuous-tone images.

DO YOU CHECK MY FILE FOR ERRORS? We use pre-flight software that checks to see if the file is printable. BTN is not responsible for errors such as low-resolution images (under 300 dpi), RGB images, missing fonts, missing images, etc. It is highly recommended that you pre-flight your work.

ARE ANY ERRORS FIXED AUTOMATICALLY?

The software used to process your digital ad will automatically convert RGB images to CMYK, fix hairline rules and fix total ink coverage issues (density). Please be sure to Pre-flight your file.

WHAT PROGRAMS DO I USE TO CREATE MY FILE?

You can use several products to create your native ad file but the file must be converted to a PDF-x1a.

CAN YOU HELP ME CREATE THE PDF?

BTN is not a service bureau. There are some Internet based companies that will prepare ads to the correct specifications for a fee.

CAN I CREATE MY FILES ON A MAC OR PC?

Both platforms work fine as long as the ad is created to BTN specifications.

CAN YOU MAKE CHANGES TO MY FILE?

We prefer for you to make changes and upload a new file. The specified file formats are not to be edited. If you cannot provide a new file, you will be charged for any changes we process. Minimum processing charge is \$50. Additional processing charges are billed at \$100 per hour.

TRAPPING

Do not trap your file. The file will be trapped according to printer specifications during the prepress stage