

## CIRCULATION

- A. *Design News* established 1946.
- B. Single copy price: \$15.00; Subscriptions: US: \$125.90/year; Canada: 184.90/year; Mexico: \$172.90/year; Other Nations: \$323.90/year.
- C. *Design News* serves the design engineering function in the Manufacturing Market, Systems Integrators, Engineering Services, Industrial Design Services, Research & Development Facilities and Others Allied to the field.
- D. *Design News* is not sponsored by any society or association.
- E. Locality of circulation: 96.7% US, 3.3% Canada.
- F. Analysis of specifiers by product area: June 2005 BPA statement.
- G. BPA Circulation Statement: June and December.
- H. June 2005 BPA Audit Report.

## VERTICAL SUPPLEMENT PRINT SPECIFICATIONS

Non-Bleed	
Spread	15" x 10"
Full Spread	7" x 10"
Bleed	
Spread	16" x 10-3/4"
Full Page	8-1/8" x 10-3/4"

## ADVERTISING SIZE SPECIFICATIONS

Publication trim size, 7-7/8" x 10-1/2"  
Space available, in standard A/A forms.

Size	Non-Bleed	Bleed
Spread	15" x 10"	16" x 10-3/4"
Full page	7" x 10"	8-1/8" x 10-3/4"
2/3 page	4-1/2" x 10"	5-1/8" x 10-3/4"
1/2 page island	4-1/2" x 7-1/2"	not available
1/2 page (vertical)	3-3/8" x 10"	4" x 10-3/4"
1/2 page (horizontal)	7" x 4-5/8"	8-1/8" x 5-1/4"
1/2 page (hz.) jr. spread	15" x 4-5/8"	16" x 5-1/4"
1/3 page (square)	4-1/2" x 4-5/8"	not available
1/3 page (vertical)	2-1/4" x 10"	2-7/8" x 10-3/4"
1/4 page	3-3/8" x 4-5/8"	not available
1/9 page product mart	2-1/8" x 3-1/16"	not available

## ADVERTISING MATERIALS

Printed by web offset. Binding perfect bind, pages lie flat. Advertising material accepted as follows: Digital files with color proofs. If color is critical, supply digital matchprint or calibrated iris. We accept Quark, InDesign, Illustrator, and Photoshop. Call the Production Manager with any questions regarding advertising materials at 781-734-8332 or 781-734-8335.

## DIGITAL AD SPECIFICATIONS

Preferred file format is PDFx1a version 1.3. Please send PDF files through our website: [www.ads4reed.com](http://www.ads4reed.com) All images must be hi-res 300dpi, CMYK or Grayscale and meet SWOP standards. Save in TIFF or EPS format Without Embedded ICC profiles. Embed all fonts. Use only Adobe type 1 fonts. We do not accept double-bite, composite fonts. Files should be 100% of print size. Standard trim, bleed and crop marks should appear 1/4" outside trim. PDFs should be created from Acrobat distiller and not exported from native application. RBI distiller settings and instructions furnished upon request.

### If sending native files:

Platforms: Macintosh or PC

Delivery options: CD ROM, e-mail or ftp.

Supported applications: InDesign, Quark, Photoshop and Illustrator. A color proof must accompany your file. If color is critical, you must supply SWOP standard proof. Include all images and fonts (printer and screen).

Please use Adobe type 1 fonts, only.

Do not compress images using JPEG or LZW. Include all placed graphics. Do not embed images in your file. Do not trap files. Do not send images in RGB format. Matched Pantone color should be simulated using CMYK. Please note the PMS color that is simulated on your proof.

Additional ad spec information at [www.designnews.com](http://www.designnews.com)

## ADVERTISING PREPARATION

Fine lettering and fine lines should be restricted to one color. Type should be reversed from as few colors as possible, and fine serif type should be avoided. The predominant color should represent the shape of the reverse, and lettering in subordinate colors should be slightly larger to minimize visual registration variations.

## MAILING INSTRUCTIONS

Send all space contracts, insertion orders and materials to: Production Department, *Design News*, 225 Wyman Street, Waltham, MA 02451. Insertion order questions, please call 781-734-8128.

## INSERT REQUIREMENTS

Untrimmed size: 8-1/8" x 10-3/4." Keep live matter at least 3/8" from all sides. Inserts of four pages or fewer must be printed on a minimum of 70# coated text stock and a maximum of 80# coated text stock (25" x 38" basis). More than four pages should be on 60# coated text stock maximum.

Send furnished inserts only to *Design News*, c/o Fry Communications, 15 Pleasant View Drive, Mechanicsburg, PA 17050.

## COMMISSIONS AND CASH DISCOUNTS

15% commission to recognized agencies on space, color, and position only. Commission is not paid on cost of artwork, engraving, printing, or other mechanical charges. Terms: net 30 days. Agency commission disallowed after 30 days from date of invoice.

## COMBINATION RATES

*Design News* and Reed Business Information: All space in *Design News* will earn a combined frequency rate up to the maximum offered with *Purchasing*, *Plant Engineering*, *Control Engineering*, *Industrial Distribution*, *Modern Materials Handling*, *MBT*, *Industrial Product Bulletin*, *Logistics Management*, *Medical Design Technology*, and *Product Design and Development*.

*Design News* and Reed Business Information Electronics Magazines: All space in *Design News* will earn a combined frequency rate up to the maximum frequency offered with *EDN*, *Electronic Business*, *Electronic Packaging and Production*, *Semiconductor International*, *Test & Measurement World*, *Research & Development*, and *Packaging Digest*.

## ISSUE AND CLOSING DATES

*Design News* is published 18 times per year, issued week of cover date of issue.

Closing dates: *Design News* advertising forms close five weeks prior to publication dates on regular issues. All cover ads required 40 days prior to publication date. Extensions cannot be given.

Cancellation dates: Contracts may be discontinued by either party on 40 days written notice, except in the case of covers, which require 60 days notice. Individual insertions may not be cancelled after closing date.

## GENERAL RATE POLICY

All advertising contracts are subject to change in rate upon notice from the Publisher. Contracts may be cancelled at the time the change in rate becomes effective without incurring a short rate, provided the contract rate has been earned up to the date of cancellation.

The Publisher reserves the right to reject any advertisement. All orders accepted are subject to Reed Business Information credit requirements. The Publisher reserves the right to select ad location unless advertiser pays for preferred

positioning. Failure by the Publisher to insert an ad in any particular issue voids the insertion order for that issue but will not constitute a breach of contract. The advertiser agrees to indemnify and protect the Publisher from any claims or expenses resulting from the advertiser's unauthorized use of any name, photograph, sketch, or words protected by copyright or registered trademark. Advertising that simulates editorial must carry the word "Advertisement" at the top, in eight-point type. Consult Publisher for foreign currency advertising rates for the UK, Italy,

Germany, France, and Australia. Advertisers will be short rated if, within a 12-month period, they do not use the number of insertions upon which their billings are based. Publisher reserves the right to hold advertiser and/or its advertising agency jointly and severally liable for such monies that are due and payable to the publisher. Rate Card #63 effective January 1, 2008.

## COPY AND CONTRACT REGULATIONS

See contents page in SRDS for regulations.

## » BANNER ADVERTISING

### LEADERBOARD (728X90)

File Size: 25K Maximum

### BOOMBOX (336X280)

File Size: 35K Maximum

### SKYSCAPER: (160X600)

File size: 30K maximum

### BUTTON (125X125)

File Size: 15K Maximum

Color Depth: 4 bit (16 colors)

Format: .gif, .jpg, Flash, or 3rd party ad serving

Resolution: 72dpi

Animation and rich media allowed three loops maximum

### SPONSORED LINK

**Headline:** 50 Characters maximum, including spaces

**Body copy:** 115 characters maximum with spaces

**Logo/Image:** 88x31, .jpg or .gif

URL to content

### RSS FEEDS

**Headline** - 50 characters (w/spaces)

**Abstract** - 300 characters(w/spaces)

Linking URL

### ARTICLE TOOL SPONSORHIP

88x31 logo, .jpg or gif, 15K max, Linking URL

### QUICK POLL SPONSORSHIP

88x31, 15K max, Linking URL, Sponsored Link

### ZIBB SEARCH BUTTON SPONSORSHIP

88x31 button, .jpg or .gif accepted

File size: 15K maximum, Linking URL

### PODCAST SPONSORSHIP

468x60 banner

Copy for 10 second audio intro commercial for sponsor

### RESOURCE CENTER

**Headline** 50 charcters including spaces

**Abstract:** 350 characters max

Email for leads

350 character vendor profile

## » RICH MEDIA

### PEEL BACK

Teaser Dimensions 125x125 peels back to 500x500 max 70K file size  
Flash, Image or HTML accepted

### INTERSTITIAL BANNER

High Impact 640x480 80KB max file size

### EXPANDABLE FOOTER BAR

**Footer Dimension:** 981 x 25 pixels, 35K max file size (initial load)

**Expanded Dimension:** 981 x 300 pixels , 70K max file size (initial load)

**Close Action:** Please include a mandatory close button, it should appear in the expanded portion of banner in top right of the expand.

**URL:** Please supply exit destination URL

### MEDIA—FLASH, IMAGE OR HTML ACCEPTED

- When submitting Flash, source fla files are required. Swf file may be submitted for demonstration. Backup gif required. Version of Flash and operating system should also be included.
- In order to provide the exact timing, interaction and other conditions in the ad placement that you desire, please send a short explanation in writing of how the ad should work.
- If supplying 3rd party ad tags, please contact a web operations manager for suggested positioning, specific instructions per website. Source fla files are also required.

### ADDITIONAL MATERIALS

Font file in .sit (stuffit) format or zip file that is renamed to .piz

### PRODUCTION LEAD TIME

All materials and files must be received in working manner 6 business days prior to launch for a guaranteed on-time posting.

### SERVICES

Creative services are available at an additional fee.

**Placement:** Footer bar sits on the bottom of the screen, following the visitor as they scroll down a page. Scroll timing and transcending action may vary with each website. Upon a cursor "roll-over" the ad will "open."

### POP-UNDER

**Dimensions:** 336x280 popunder or 720x300 popunder, flash, gif, jpg, +3rd part ad tags, 30K max file size

### HALF PAGE BANNER

**Dimensions:** 300x600 or 336x600, gif, jpg, +3rd part ad tags, 40K max file size

## MAILING INSTRUCTIONS

email: rbi-ads@adconductor.com

When sending materials, clearly state the name of your company and note you are advertising on the Design News website. If submitting Flash format, please include .swf, .fla, and alternative.gif files. **For More Information Contact:** Online Client Services Manager at: 781-734-8322

## » eNEWSLETTER

### SINGLE SPONSOR

#### TEXT VERSION

**Headline:** 40 characters, including spaces

**Body:** 300 characters, including space, Linking URL

**Image:** 120x60 15K max jpg. Or gif

#### HTML VERISON (OPTIONAL)

Two 468x60 horizonatal positions, Linking URL, Two Sponsor Supplied Links

**Headline:** 5 words max

**Abstract:** 50 words max, Linking URL

### MULTI SPONSOR

Newsletter advertisements can be either a 468x60 graphic image, or a combined graphic image and text.

For a 468x60, the file format should be .GIF or .JPG. Animation can be used. The maximum image file size is 20kb. If a 468x60 is used, a text version of the ad should also be submitted. This should have a headline of

40 characters maximum, and 300 characters of copy, plus the URL

If a combined graphic and text ad is used, it should follow these standards:

**Graphic Image:** 120x60 pixels in gif or jpg, no Flash, max image size 15k

**Head:** 40 characters max

**Copy/Blurb:** 300 characters max (Highlight the copy you want linked to URL below)

**URL TO LINK:** Highlight the copy above that you want to link to this URL

**Deadline for Submission:** 10 business days prior to the enewsletter publication date, or no later than 5 business days to pub date

### NEW PRODUCT NEWSLETTER:SPOTLIGHT POSITION

**Ad Headline:** 5 words

**Ad Copy:** 50 Word Descriptions

**Image:** High Res Digital Image of product: 300dpi, Home Page URL

Deep Link URL to specific product mentioned

Email Contact to send leads

## MAILING INSTRUCTIONS

email: adselectronic@reedbusiness.com

When sending materials, clearly state the name of your company and note you are advertising on the Design News website. If submitting Flash format, please include .swf, .fla, and alternative.gif files. **For More Information Contact:** Online Client Services Manager at: 781-734-8215