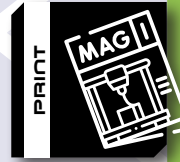# PRINT: MATERIAL SPECIFICATIONS

Print Magazine Sizes

The following rates are just basic guidelines. We offer extensive frequency and package discounts (up to 50% savings) to advertisers who order multiple print ads or who combine print advertising with an online or email campaign. Contact Dave Friedman, *friedman@agma.org* for a custom quotation that meets your specific marketing goals.

See File Setup for specifics

ADVERTISEMENT	SIZE		RATE
Full Page *Full page ads must have a margin of 0.3125" on all sides and include 0.125" of bleed.*	8" × 10.75" 203 × 273 mm *(0.3125" margin) (0.125" bleed)*		$5,590
Two-Thirds Page	4.75" × 9.75" 120.5 × 247.5 mm		$3,950
Half-Page Island	4.75" × 7.25" 120.5 × 184 mm		$3,230
Half-Page Horizontal	7.25" × 4.75" 184 × 120.5 mm		$3,120
Half-Page Vertical	3.5" × 9.75" 89 × 247.5 mm		$3,120
One-Third Square	4.75" × 4.75" 120.5 × 120.5 mm		$2,150

ADVERTISEMENT	SIZE		RATE
One-Third Vertical	2.25" × 9.75" 57 × 247.5 mm		$2,150
Quarter Page	3.5" × 4.75" 89 × 120.5 mm		$1,625
One-Sixth *sMart Section*	2.25" × 4.75" 57 × 120.5 mm		$645
Cover Corner *TRIANGLE*	3.25" × 3.25" 82.5 × 82.5 mm *(0.3125" margin) (0.125" bleed)*		$2,695
IMTS SHOWSTOPPERS One-Third Vertical *AUGUST and SEPT/OCT ONLY*	2.25" × 9.75" 57 × 247.5 mm		$1,195
IMTS SHOWSTOPPERS One-Third Square *AUGUST and SEPT/OCT ONLY*	4.75" × 4.75" 120.5 × 120.5 mm		$1,195

Magazine Specifications

Gear Technology is printed on a web offset press using 100-lb. gloss cover stock and 50-lb. text stock, then finished with a UV coating and saddle stitched.

File Formats

Press Quality PDFs are preferred. We also accept high-resolution (300 dpi) JPEG, TIF, EPS or native artwork files from the Adobe Creative Cloud (*Photoshop, Illustrator* or *InDesign*). If sending native files, please package fonts and images as well.

File Setup

The ad file as well as all elements must have an effective resolution of at least 300 dpi, placed into the file at 100% and use a CMYK color space. Full-page ads and spread ads must include 0.125-in. bleed. All live material should be kept inside a 0.3125-in. border (safe zone) and also a 1-in. safe zone in the gutter for spread ads.
Templates are available at *geartechnology.com/adinfo-print-templates*

Color

All ads must be CMYK; RGB and PMS colors are not acceptable. Due to the nature of the printing process and paper stock, color may vary somewhat from preferred proofs.

Images

All images must be in CMYK or gray scale mode at 300 dpi saved as JPEG, TIF or EPS.

Fonts

Optimum type legibility requires all text to be no smaller than 6-pt. font. Black text must be 100% black. Rich black is not recommended. Please outline all fonts used in your layout.

Design Intervention

The design of an ad is an integral part of the style of *Gear Technology*. We reserve the final approval rights on design and photography used in all advertisements.

File Submission

Please submit camera-ready files to Dorothy Fiandaca, Advertising Materials Coordinator, at *fiandaca@agma.org* or upload your high-resolution PDF to *ftp://geartechnology.com* (contact us for login credentials).

Technical Questions

Contact Jess Oglesby, Graphic Designer, *oglesby@agma.org*, telephone (703) 684-6360.