



Print: Material Specifications

Print Magazine Sizes

The following are basic guidelines.

ADVERTISEMENT	SIZE		ADVERTISEMENT	SIZE	
Full Page (Bleed)	8" x 10 ³ / ₄ " (+1/8" bleed) 203 x 273 mm		One-Third Vertical	2 ¹ / ₄ " x 9 ³ / ₄ " 57 x 247.5 mm	
Two-Thirds Page	4 ³ / ₄ " x 9 ³ / ₄ " 120.5 x 247.5 mm		Quarter Page	3 ¹ / ₂ " x 4 ³ / ₄ " 89 x 120.5 mm	
Half-Page Island	4 ³ / ₄ " x 7 ¹ / ₄ " 120.5 x 184 mm		One-Sixth (sMart Ad)	2 ¹ / ₄ " x 4 ³ / ₄ " 57 x 120.5 mm	
Half-Page Horizontal	7 ¹ / ₄ " x 43/4" 184 x 120.5 mm		NEW! Cover Corner (To Supplement Your Display Ad)	3 ¹ / ₄ " x 3 ¹ / ₄ " triangle (+1/8" bleed) 82.5 x 82.5 mm	
Half-Page Vertical	3 ¹ / ₂ " x 9 ³ / ₄ " 89 x 247.5 mm		MPT Expo Showstopper (AUG and SEPT/OCT only) One-Third Square	4 ³ / ₄ " x 4 ¹ / ₂ " 120.5 x 114.3 mm	
One-Third Square	4 ³ / ₄ " x 4 ³ / ₄ " 120.5 x 120.5 mm		MPT Expo Showstopper (AUG and SEPT/OCT only) One-Third Vertical	2 ¹ / ₄ " x 9 ¹ / ₂ " 57 x 228.5 mm	



AGMA Media
1840 Jarvis Ave., Elk Grove Village, IL 60007-2440
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MEDIA GUIDE

Print: Material
Specifications



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 JPEG, TIF, EPS or native artwork files from the Adobe Creative Suite (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 bleed with 12 pt offset crop marks. All live material should be kept inside a .375" border (safe zone) and also a 1" safe zone in the gutter for spread ads.

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. Black text must be 100% black. Rich black is not recommended. Please include 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://geartechology.com> (contact us for login credentials).

Technical Questions

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



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