

Satisfaction™

DIGITAL REQUIREMENTS

MEDIA

CD-ROM

If your disk needs to be returned, please include self-addressed packaging for its return.

SATISFACTION MAGAZINE DOES NOT ACCEPT ADS VIA E-MAIL

PREFERRED FILE FORMAT: TIFF/IT, PDF-X or PDF-XIA

Only Other Acceptable File Formats include:

Native Applications Files (MAC Platform):

Quark XPress 4.0 • PhotoShop • Illustrator 10.0

All images for 4C ads must be submitted as final, color corrected, high-resolution (300dpi) CMYK files.

PLEASE NOTE:

- All spread ads should be prepared as two separate full page ads w/bleed (See full page bleed dimensions)
- All ads should include a proof of the ad and a printout of the contents of each disk supplied.
- Do NOT send JPEG or GIF files. Do NOT send files in RGB. All spot colors should be converted to CMYK.
- All ads created in Microsoft Word, Microsoft Publisher, PowerPoint, or any other word processing program WILL NOT BE ACCEPTED.
- ANY SUPPLIED FILM WILL BE COPY DOT SCANNED AT AN ADDITIONAL COST TO THE ADVERTISER.
- All ads submitted should be suitable to print as is. Satisfaction Magazine is not responsible for any errors in content.
- If files are prepared improperly and mechanical requirements are not met, Satisfaction Magazine will not guarantee the reproduction of the ad and additional production charges for the advertiser may result.

2-COLOR SPACE

Rates are predicated on black plus one color. When the second color is not a process color, Satisfaction Magazine will produce it using a combination of CMYK.

PMS-matched colors, Metallic-like, and Day-Glo inks are available at an extra cost.

ACCEPTABLE PROOFS

Black and White ads: Velox or Laser (2 sets)

Color Ads: Cromalins, Match Prints, Press Proof, Kodak Approvals, CREO Spectrum or Iris Digital Proofs for color guidance on press (2 sets)

PLEASE NOTE:

- All supplied color guidance must meet all SWOP specifications with 5%, 25%, 50%, 75%, 95%, and 100% CMYK control patches.
- Proofs must be provided at 100% size with cropmarks.
- Color laser proofs are unacceptable for color guidance on press. If an unacceptable proof is supplied, a KODAK Approval Proof will be generated at an additional cost to the advertiser.

MEDIA LABELING REQUIREMENTS: Issue Date, Advertiser, Agency Name, Phone Number, Contact Person, List of Contents and Ad Name/Number.

PLEASE SEND ALL MATERIALS TO:

Satisfaction Magazine | Production Department
2000 York Road, Suite 200
Oak Brook, IL 60523
ph. 630-368-4304

AD DIMENSIONS

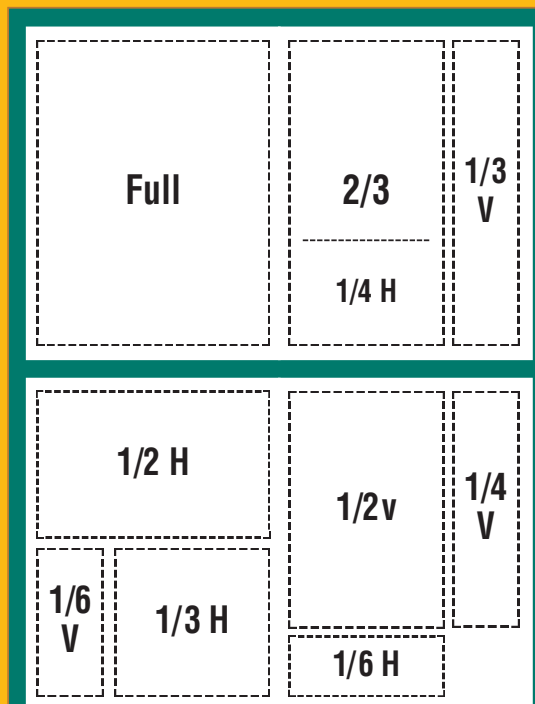


Diagram not drawn to scale, please see measurements for exact dimensions.

(WxH in inches)

Full Page (bleed)	8 1/4 x 10 3/4
(trim*)	8 x 10 1/2
(live area)	7 1/2 x 10
Full Page (non-bleed)	7 1/16 x 9 7/8
2/3 Page	4 5/8 x 9 7/8
1/2 Page (h)	7 1/16 x 4 7/8
1/2 Page (v)	4 5/8 x 7 3/8
1/3 Page (h)	4 5/8 x 4 7/8
1/3 Page (v)	2 1/4 x 9 7/8
1/4 Page (h)	4 5/8 x 3 5/8
1/4 Page (v)	2 1/4 x 7 3/8
1/6 Page (h)	4 5/8 x 2 3/8
1/6 Page (v)	2 1/4 x 4 7/8

*SAFETY: From the trim size, keep live matter 1/4" from trim on all four sides. All ads must conform to these dimensions. In the event they do not, the ad will be reduced or enlarged to fit designated space at advertisers' expense.

SATISFACTION

PRODUCTION

For Inquires about inserts, please call 630-368-4304 or e-mail production@satisfactionmag.com.