

mechanical requirements 2012

FIA Advertising Policies

Guaranteed Positions

Add 15% for guaranteed positions, excluding covers.

Short Rates

Advertisers with signed frequency commitments will be short-rated to the frequency earned.

Agency Commission

Agencies recognized by FIA may receive 15% of gross on space and color charges if paid within 30 days. Service charges apply after 30 days.

Payment Liability

FIA reserves the right to hold the advertiser and/or its advertising agency jointly and severally liable for payment of invoices.

Approval

FIA reserves the right to reject any advertisement or its content. Advertisers and advertising agencies assume liability for all content and agree to hold harmless FIA for any and all claims for such advertisements, including but not limited to tort, copyright, photographic or trademark actions. If an advertisement is refused during the agreement period, the advertiser agrees that FIA is authorized to substitute, without notice, the last advertisement of the advertiser unless replacement material is sent to FIA in a timely manner.

Resolution

Raster Art: minimum 300 dpi (450 dpi preferred)
Halftones: 133 or 150 line screen

Accepted Materials

PDF Ad Files

Save your ad file as a high-res PDF:

- Save all images as high-resolution in CMYK color space
- Embed ALL fonts
- Do not “lock” the PDF files with passwords

Proofs

FI magazine will not be held responsible for errors if an appropriate proof is not received. We recommend high-quality color proofs (Iris, Kodak); a printout from a color printer (please note that some color printer imaging methods can produce colors that are physically impossible to match using CMYK inks); a low-resolution PDF file that accurately shows what the ad should look like (CMYK color output may look different).

Production Charges

Production charges will apply to artwork that must be adjusted to fit the outlined specifications.

Printing/Binding

FI is printed on a sheet-fed offset press and bound using saddle wire stitching on 70 pound coated text stock. The Expo issue is printed on a sheet-fed, offset press

Ad Size	Trim Size	Bleed Page Size
Two-page spread	16.75" x 10.75"	17" x 11"
Full page	8.375" x 10.75"	8.625" x 11"
1/2 page horizontal	8.375" x 4.875"	8.625" x 5"
1/3 page square	4.875" x 4.875"	N/A

and perfect bound. The cover is printed on 80 pound cover stock and the text on 70 pound coated text stock. Please e-mail production@futuresindustry.org with any questions relating to mechanical requirements.

File Submission

- FTP (preferred method):

Go to: <https://www.ibackup.com>

Login name: futuresindustry

Password: mag1

Please e-mail production@futuresindustry.org when a file has been uploaded.

- Mail:

FI Magazine

2001 Pennsylvania Ave. NW, Suite 600

Washington, DC 20006-1823

Phone: +1.202.466.5460

- E-mail:

production@futuresindustry.org