

Guidelines For Sending Electronic Files

Penton Media, Inc. uses computer-to-plate technology for all printed material. We ask that our advertisers supply digital files using the standardized file formats as listed below.

1. Media: Mac or IBM CD, DVD.

2. PDF Format Preferred: Advertisers should submit PDF and PDF/X1-A files that are prepared for press-optimized printing in CMYK with fonts embedded. For an Acrobat Distiller job-options file and more information on creating acceptable PDF files, visit www.pentondigitalads.com. PDF files lack the ability to be edited or altered (i.e. phone number, address, etc.). Preferred Applications: Ad layouts should be created using either QuarkXpress™; or Adobe InDesign®. If submitting application files, provide all supporting graphics and fonts.

3. Color Tone Values: To avoid over-saturation of ink, the total combined value of CMYK colors should not exceed 300% (i.e. C=100, M=100, Y=50, K=50). Any one color with a required value over 85% should be made solid. Color Mode: Ads should be converted to CMYK prior to submission as color shifts may occur. Ads received in RGB color will be converted to CMYK. Please indicate all colors, including Pantone colors, on the checklist. Fonts: When submitting application files, include screen and printer fonts. On illustrations it is recommended to convert text to outline, however outline text cannot be altered. Lettering: Reproduce all reverse lettering with a minimum of colors. Type smaller than 8 point with fine serifs should be avoided.

4. Photos: 300 dpi, actual size; CMYK color model; .tif or .eps format; no JPEG compression.
Line Art/Text: 600 dpi minimum; CMYK color model; .eps or .tif format with color preview. In PhotoShop, black text should be created in black channel only to avoid registration problems.

5. Proofs: Text and element proof required to assist in preflighting digital ad files. For critical color match, a digital halftone proof (i.e. Kodak Approval, Dupont Digital Waterproof, Fuji FirstProof, etc.) is required. Accurate color reproduction cannot be guaranteed without an accompanying SWOP-certified proof. For additional information on SWOP requirements go to: www.SWOP.org. Penton Media, Inc. will not be held liable for the reproduction of any ad submitted without a SWOP certified proof.

6. Website upload: www.PentonDigitalAds.com

7. Please make sure all digital ad files match the ad dimensions listed. Penton Media reserves the right to reduce and/or re-size any over-sized or incorrectly sized ads to fit the dimensions indicated. Penton Media, Inc. does not keep a copy of electronic files. Advertisers must retain the original copy.

All hard media & SWOP certified proof must be mailed to:

Denise M. Walde

Magazine Name (Restaurant Hospitality or Food Management or Show Daily)

9800 Metcalf Ave.

Overland Park, KS 66212 USA

For instructions on creating electronic files visit our website at: www.PentonDigitalAds.com

For further technical assistance email our Technical Support Team at: pageflow@penton.com

2010 Mechanical Specs



RH & FM July
supplements

Dimensions for Display Ad Sizes

Magazine Trim Size: 7 $\frac{3}{4}$ " x 10 $\frac{3}{4}$ "

Space Unit	Width	Depth
Two-Page Spread (bleed)	15 $\frac{3}{4}$ "	x 11"
Two-Page Spread, Gutter Bleed Only:	14 $\frac{3}{4}$ "	x 10"
Spread Trim Size:	15 $\frac{1}{2}$ "	x 10 $\frac{3}{4}$ "
Full Page bleed	8"	x 11"
Full Page trim	7 $\frac{3}{4}$ "	x 10 $\frac{3}{4}$ "
Full Page non-bleed	7"	x 10"
2/3 Page non-bleed	4 $\frac{1}{2}$ "	x 10"
1/2 Page Island non-bleed	4 $\frac{1}{2}$ "	x 7 $\frac{1}{2}$ "
1/2 Page Horizontal nonbleed	7"	x 4 $\frac{7}{8}$ "
1/2 Page Horizontal bleed	8"	x 5 $\frac{7}{8}$ "
1/2 Page Horizontal trim	7 $\frac{3}{4}$ "	x 5 $\frac{1}{2}$ "
1/2 Page Vertical non-bleed	3 $\frac{1}{4}$ "	x 9 $\frac{1}{4}$ "
1/2 Page Vertical bleed	4"	x 11"
1/2 Page Vertical trim	3 $\frac{3}{4}$ "	x 10 $\frac{3}{4}$ "
1/3 Page Square non-bleed	4 $\frac{1}{2}$ "	x 4 $\frac{7}{8}$ "
1/3 Page Vertical non-bleed	2 $\frac{1}{8}$ "	x 9 $\frac{1}{4}$ "
1/3 Page Vertical bleed	2 $\frac{7}{8}$ "	x 11"
1/3 Page Vertical trim	2 $\frac{5}{8}$ "	x 10 $\frac{3}{4}$ "
1/3 Page Horizontal nonbleed	6 $\frac{3}{8}$ "	x 2 $\frac{5}{8}$ "
1/3 Page Horizontal bleed	8"	x 3 $\frac{1}{2}$ "
1/3 Page Horizontal trim	7 $\frac{3}{4}$ "	x 3 $\frac{1}{4}$ "
1/4 Page non-bleed	3 $\frac{3}{8}$ "	x 4 $\frac{7}{8}$ "
1/4 Page bleed	4"	x 5 $\frac{3}{8}$ "
1/4 Page trim	3 $\frac{7}{8}$ "	x 5 $\frac{1}{8}$ "
Jr Page Spread bleed	15 $\frac{3}{4}$ "	x 5 $\frac{7}{8}$ "
Jr Page Spread trim	15 $\frac{1}{2}$ "	x 5 $\frac{1}{2}$ "

Keep live matter 3/8" from gutter and trim edges.

Gutter, face, foot, head trim: 1/8"

Business reply cards/inserts jog to the head.

RH & FM Printing Process & Binding Method:

Web Offset, Perfect-bound, Paper is White.

All RH & FM supplements Printing Process & Binding Method:

Web Offset, Saddle Stitch, Paper is White.

Color Proof: SWOP approved color proof

Advertising Materials

See attached guidelines for submission.

Only one solid color should be used in one area. Total density of all four colors should not exceed 280% in any area of the separation. Exaggerated contrast should be used for greater fidelity and impact. Allow for 5-7% gain, which occurs in web offset printing.

Send Restaurant Hospitality and Food Management Files to:

www.PentonDigitalAds.com

or

Denise M. Walde, Senior Production Manager
Phone: 913/967-1696 Fax: 913/514-3815

**Restaurant Hospitality or Food Management
9800 Metcalf Ave.
Overland Park, KS 66212**

Send Insertion Orders to:

Denise M. Walde, Senior Production Manager
Phone: 913/967-1696 Fax: 913/514-3815

**Restaurant Hospitality or Food Management
9800 Metcalf Ave.
Overland Park, KS 66212**



2010 Mechanical Specs

SHOWDaily

Dimensions for Display Ad Sizes

Magazine Trim Size: 10 $\frac{7}{8}$ " x 15"

Space Unit	Width	Depth
Tabloid Spread (bleed)	22"	x 15 $\frac{1}{4}$ "
Tabloid Spread (non-bleed)	20"	x 14"
Tabloid Page (bleed)	11 $\frac{1}{8}$ "	x 15 $\frac{1}{4}$ "
Tabloid Page (non-bleed)	10"	x 14"
Junior Page	8"	x 11"
1/2 Horizontal	7"	x 4 $\frac{7}{8}$ "
1/2 Island	4 $\frac{1}{2}$ "	x 7 $\frac{1}{2}$ "
1/3 Vertical	2 $\frac{1}{8}$ "	x 10"
1/3 Square	4 $\frac{1}{2}$ "	x 4 $\frac{7}{8}$ "
1/4 Page	3 $\frac{3}{8}$ "	x 4 $\frac{7}{8}$ "

Keep live matter 3/8" from gutter and trim edges.

Face, foot, head trim: $\frac{1}{8}$ "

Business reply cards/inserts jog to the foot.

Inserts tip to back of signature.

Column Width: Page is five columns wide, each column is 1 $\frac{7}{8}$ " (11 picas) wide.

Printing Process and Binding Method:

Web offset, Saddle Stitch

Color Proof: SWOP approved color proof

Advertising Materials

See attached guidelines for submission.

Only one solid color should be used in one area. Total density of all four colors should not exceed 280% in any area of the separation. Exaggerated contrast should be used for greater fidelity and impact. Allow for 5-7% gain, which occurs in web offset printing.

Send Show Daily Files to:

www.PentonDigitalAds.com

or

Denise M. Walde, Senior Production Manager
Phone: 913/967-1696 Fax: 913/514-3815

Show Daily
9800 Metcalf Ave.
Overland Park, KS 66212

Send Insertion Orders to:

Denise M. Walde, Senior Production Manager
Phone: 913/967-1696 Fax: 913/514-3815

Show Daily
9800 Metcalf Ave.
Overland Park, KS 66212