



FOOD PROCESSING

2010 PRINT SPECS

AD MATERIAL SPECIFICATIONS		
Non-Bleed Space Units	Width	Depth
Spread	15-3/4"	10-1/2"
Full Page	7"	10"
2/3 Page	4-9/16"	10"
1/2 Page (vert.)	3-1/4"	10"
1/2 Page (horiz.)	7"	4-7/8"
1/2 Page (Isl.)	4-9/16"	7-1/2"
1/3 Page (vert.)	2-3/16"	10"
1/3 Page (square)	4-9/16"	4-7/8"
1/4 Page	3-1/4"	4-7/8"
Bleed Space Units	Width	Depth
Full page plate	8-1/8"	10-3/4"
Full page trim	7-7/8"	10-1/2"
Bleed, spread, each plate	8-1/8"	10-3/4"
Bleed, spread, trim size	15-3/4"	10-1/2"

AD FORMAT GUIDELINES

To insure print quality, please send files in the following format in a final resolution no less than 300 dpi/150 lpi, cmyk color mode: pdf (prinerjy specs or print optimized), tif or eps. Digital files should be sent on CDs (ISO 9660 or Mac files and folders format preferred) or posted to our ftp site: www.putmanftp.com. We do not process native files such as QuarkXPress or InDesign. The customer should provide a composite laser for prepress proofing to avoid any reflow or corruption mistakes.

PRINTING SPECIFICATIONS

Web offset. SWOP specifications apply. All images/scans must be in CMYK mode and scanned at a final resolution of 300 dpi/150 lpi. Pantone colors must be converted to CMYK mode. Proofs are required for all color advertising. If not furnished, reproduction quality is at advertiser's risk. Chromalins preferred; progressive proofs, press proofs, and transfer keys acceptable. The publisher will not guarantee color reproduction if the advertiser supplies a color laser proof or 3M color keys.

SHIPPING INSTRUCTIONS

- Shipping labels should specify issue in which ad is to be inserted.
- Please use fastest traceable carrier on all printing materials.
- Contracts, insertion orders, proofs, instructions, communications and printing material (except pre-printed inserts) should be sent to:

Anetta Gauthier
 Production Manager, Food Processing
 Putman Media, Inc.
 555 W. Pierce Road, Suite 301
 Itasca, IL 60143
 Phone: 630/467-1300 x 371
 Email: agauthier@putman.net



Product Developer
turned Bean Counter

Annual R&D Survey finds
cost containment, food
safety top priorities
for teams p.22

Top selling products of 2007 p.28
Outsourcing product development p.31
PT show returns to New Orleans p.37
Managing global plants p.43



MAY 2008

FOOD PROCESSING

2010 PRINT SPECS

