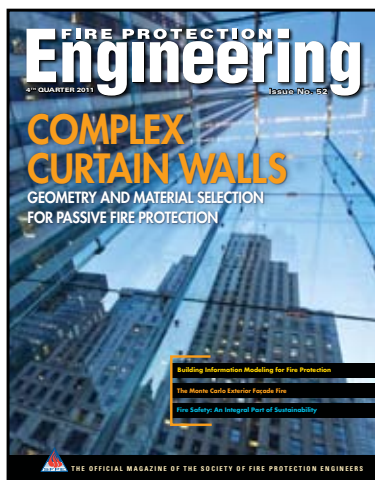


FIRE PROTECTION Engineering MECHANICAL REQUIREMENTS

Upload ads to www.pentondigitalads.com
(select FIRE PROTECTION ENGINEERING)



Printing Process: Web Offset
Binding Method: Saddlestitch

2012 AD CLOSINGS:

Issue	Ad Close	Materials Due
1st Quarter	Jan 5, 2012	Jan 12, 2012
2nd Quarter	March 8, 2012	March 15, 2012
3rd Quarter	June 7, 2012	June 14, 2012
4th Quarter	August 9, 2012	August 16, 2012

AD SIZES:

Note: for all ads, create a document to the dimensions listed.
Keep live matter 3/16" away from trim edge. For bleed ads, keep live matter 5/16" away from the bleed edge.

Trim Size:	8.5" X 11"
Spread: Final Size	17" x 11"
Full Page	8.5" x 11"
2/3 Page Vertical	4.5" x 9"
1/2-Page Island	4.5" x 7.5"
1/2-Page Vertical	3.5" x 9.75"
1/2-Page Horizontal	7" x 4.75"
1/3-Page Vertical	2.125" x 9"
1/3-Page Square	4.5" x 4.5"
1/4-Page	3.25" x 4.5"

CASE STUDIES:

Case Studies include up to 325 words and company contact information, including address, phone, fax, and website, logo and hi-res photo.

Direct all Case Study materials to Carol Yachanin:
Phone: 216-931-9934
Email: carol.yachanin@penton.com

Direct all production questions to:
SHAUN KELLY, PRODUCTION MANAGER
913-967-1829 • shaun.kelly@penton.com

Requirements for Sending Electronic Files

ELECTRONIC FILE TRANSFER:

You may submit electronic files via the Web site at:
www.pentondigitalads.com (select FPE)

When submitting files via the Web site, a SWOP-certified proof must be mailed to:

Shaun Kelly, Production Manager
9800 Metcalf Avenue
Overland Park, KS 66212
Phone: 913-967-1829 • Fax: 913-981-5657
Email: shaun.kelly@penton.com

For instructions on creating electronic files, visit our Web site at:
www.pentondigitalads.com

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

PLATFORM:

Macintosh or PC accepted.

FILES ACCEPTED:

PDF/X, TIFF/IT, DCS2, PDF (Prepress high-resolution), or Postscript.

COLOR:

Send all files in CMYK mode unless a Pantone® color is running. RGB files must be converted to CMYK. Please indicate all colors, including Pantone® colors, on a checklist.

EMBEDDED IMAGES:

MINIMUM resolution requirements:

- 300dpi for full-color artwork or grayscale
 - 1200dpi for bitmap (B&W/Line Art)
- Images and logos from Web sites are NOT usable for print ads.

PROOF:

SWOP-certified proofs for all ads must be provided.

Recommended SWOP- certified proofs:

- Imation Matchprint SWOP Lo-Gain Negative Proofing System
- Imation Matchprint SWOP Lo-Gain Positive
- Imation Matchprint Digital Halftone Proof CreaScitex
- Imation Matchprint Pro w/Xerox DocuColor 12
- Trendsetter Spectrum/Proofsetter Spectrum
- Kodak Approved Digital Color Proofing
- Iris Pro SWOP
- Fuji Color-Art System CR-T4 SWOP; Fuji Pictoproof; Fuji FinalProof
- AGFA Pressmatch Dry Negative Proofing System
- AGFA Pressmatch Aqueous Proofing System
- DuPont Digital Waterproof; DuPont Waterproof
- Polaroid Polaproof Digital Halftone Proofing

Penton Media, Inc., will not be held liable for the reproduction of any ad submitted without a SWOP-certified proof. For additional information on SWOP requirements, go to www.SWOP.org.

STORAGE

Penton Media, Inc., does not keep a copy of electronic files. Advertisers must retain the original copy.