Mechanical Requirements

PRINTING SPECIFICATIONS

Printing: Web Offset
Binding: Saddle-stitched most issues (periodically perfect-bound)
Trim Size: 7.75" X 10.5." Keep live matter (borders, type, etc.) 3/8" from all trim edges.

MATERIAL SPECIFICATIONS:

Digital data is required for all ad submissions. Preferred format is PDF/X-1: Acceptable format is PDF. Files should be press optimized, converted to CMYK, and have all fonts embedded. ***Response*** will be relieved of all responsibility or any form of compensation if an ad is supplied in non-preferred or non-acceptable formats, such as native application files. Non-preferred or non-acceptable formats will be charged a $150 processing fee. We cannot guarantee the accuracy of reproduction from any ad supplied in non-preferred or non-acceptable formats. For detailed instructions on preferred formats, contact the production manager or download digital ad specifications from www.advanstar.com/adspec/

Response will not supply a faxed or soft proof on client supplied files. We assume due diligence has been taken — by the client or by their agency — to preflight and proof all advertisements prior to submission. If we detect an error before going to press, we will make a reasonable effort to contact you to correct and resubmit your file before publication.

Accepted Media: Files may be submitted on CD-ROM.

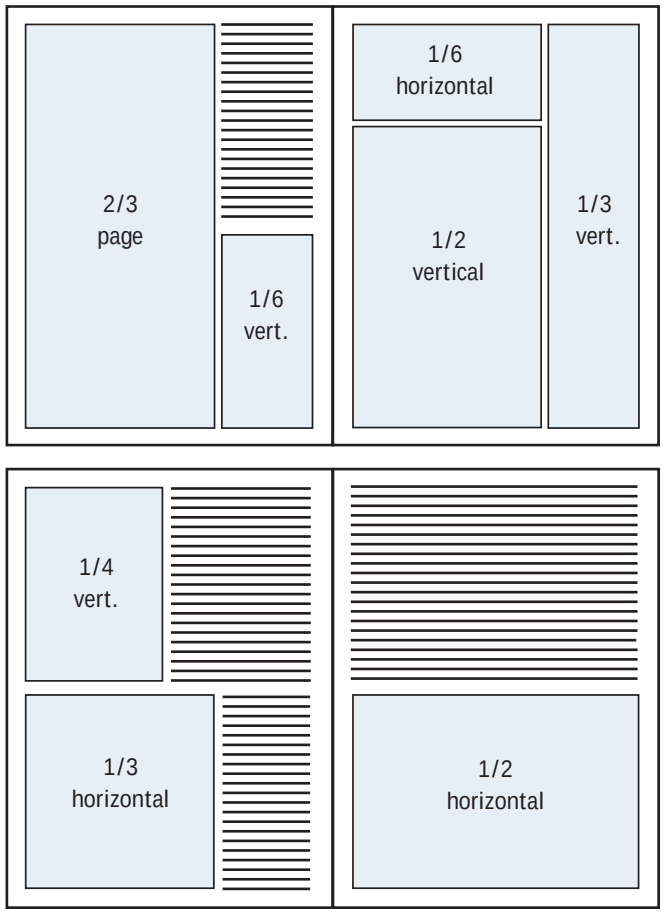
Files may be submitted to our FTP site. Please contact the production manager for instructions.

To ensure that your ad is reproduced correctly, a SWOP-certified color proof that has been made from the same file that you supply to us must be provided. We cannot guarantee the accuracy of reproduction of your ad without a SWOP proof. No makegoods will be issued on ads run without a SWOP proof.

For contract terms and conditions, please see magazine Web site at www.responsemagazine.com.

ADVERTISEMENT MECHANICAL REQUIREMENTS

AD SIZE	WIDTH	DEPTH
2-Page Spread	15 1/2"	10 1/2"
2-Page Spread (Bleed)	15 3/4"	10 3/4"
Full Page	6 3/4"	9 1/2"
Full Page (Bleed)	8"	10 3/4"
2/3 Page	4 1/2"	9 1/2"
1/2-Page Horizontal	6 3/4"	4 3/4"
1/2-Page Vertical	4 1/2"	7 1/4"
1/3-Page Horizontal	4 1/2"	4 3/4"
1/3-Page Vertical	2 1/8"	9 1/2"
1/4-Page Vertical	3 3/8"	4 3/4"
1/6-Page Horizontal	4 1/2"	2 1/4"
1/6-Page Vertical	2 1/8"	4 3/4"



MAILING INSTRUCTIONS

Send all advertising art materials and insertion orders to:

Jeannie Hortness
***Response* magazine**
Advanstar Communications
201 Sandpointe Ave., Ste. 600
Santa Ana, CA 92707

Phone: 714-513-8431
800-854-3112, ext. 431
Fax: 714-513-8693
jhortness@advanstar.com