



NJTC Publications Specifications & Rates

MECHANICAL REQUIREMENTS

We accept print/press optimized CMYK or grayscale pdf files only. Please follow the guides below in preparing your files.

- All files will be flightchecked upon arrival. There is no charge for this service.
- Since pdf is a lock down file format, we are only responsible for the accurate output of the digital ad as submitted.

Graphics placed in the ad must be:

- CMYK or grayscale. Do NOT use RGB or PMS colours.
- eps or tif files. Do NOT use gifs or jpegs
- Line work should be scanned at least 800 ppi, halftone at least 300 ppi
- Do not scale your rasterized graphics since this changes the ppi.

Fonts:

- Use postscript fonts. Do NOT use True Type fonts as these have a tendency to cause printing problems
- Embed ALL fonts. If fonts are not embedded then default substitution may occur.
- Do NOT faux bold or italic your fonts.

Media

CD-R/CD-RW, DVD-R, or email (zipped)

Size is critical please follow listed sizes.

Freeform ads accepted but may be ruled from editorial at publishers discretion.

ADVERTISING RATES - NJTC MEMBERS

NON-MEMBERS: 20% SURCHARGE

SIZE AD (PER INSERTION) 1 TIME 2 OR MORE

All ads full color

Full page	\$1950	\$1500
Partial	800	600

Measurements in inches (width x height)

Final Trim	8.875 x 11.25
Full Page with bleed	9.125 x 11.5
safe image area	8.375 x 10.75
bleed trim	8.875 x 11.25
Full Page no bleed	7.875 x 10
Partial Page	
Horizontal	7.875 x 3
Vertical	2.4375 x 10

Mail artwork to: Leo Mennitt, Associate Publisher
 1001 Briggs Road, Suite 280, Mt. Laurel, NJ 08054
 856-787-9700 • fax 856-787-9800 • lmennitt@njtc.org

Email artwork to: NJTC@bonniejdesign.com