



# LifeSci Trends 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:

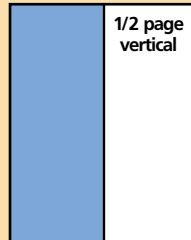
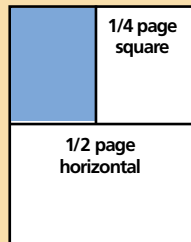
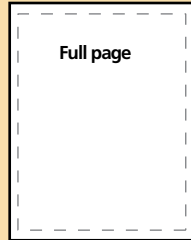
- Use postscript fonts. Do NOT use True Type fonts as these have a tendency to cause printing problems
- Embed ALL fonts. If fonts are not embedded then default substitution may occur.
- Do NOT faux bold or italic your fonts.

### Media

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

### Measurements in inches (width x height)

Final Trim	8.375 x 10.875
Full Page no bleed	7.375 x 9.875
Full Page with 1/8" bleed safe image area	8.625 x 11.125 7.375 x 9.875
1/2 Page Horizontal	7.375 x 4.875
1/2 Page Vertical	3.625 x 9.875
1/4 Page Square	3.625 x 4.875



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	2-3	4
Full Page	\$2,275	\$1,975	\$1,675
1/2 Page	1,275	1,075	875
1/3 Page	975	840	700
1/4 Page	675	600	525
Back Cover	3,450	3,250	3,050

All rates are gross.

Recognized advertising agencies 15% discount.

Rates are per insertion and will run in full color.

Deduct \$50.00 for B&W only.

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: lmennitt@njtc.org