



NJ TechNews 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)

Measurements in inches (width x height)

Final Trim	8.5 x 11.75
Full Page with bleed	8.75 x 12
safe image area	8 x 11.25
bleed trim	8.5 x 11.75
Full Page no bleed	7.25 x 10
2/3 Page Horizontal	7.25 x 6.61
Vertical	4.77 x 10
1/3 Page Horizontal	7.25 x 3.21
Vertical	2.29 x 10
1/6 Page	3.5 x 3.21

Bleeds are available for partial sizes – contact publisher for additional information.

NEW JERSEY TECHNEWS

ADVERTISING RATES - NJTC MEMBERS

NON-MEMBERS: 20% SURCHARGE

SIZE AD (PER INSERTION) 1-2 3-6 7-10

B&W

Full Page	\$2,400	\$2,200	\$1,950
2/3 Page	1,700	1,500	1,250
1/3 Page	1,000	850	700
1/6 Page	600	500	400

4 Color

Full Page	\$2,600	\$2,400	\$2,150
2/3 Page	1,900	1,700	1,450
1/3 Page	1,150	1,000	850
1/6 Page	700	600	500
Interactive Button	300	200	100

2 Page Spread	3,250	3,050	2,850
Premium for Back Cover	\$500	\$250	\$125

Inserts– target or full run starting at \$150/M

All rates are gross.
Recognized advertising agencies 15% discount.

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