

PRINT SPECIFICATIONS

PETFOOD INDUSTRY

SPECIFICATIONS

Please provide ad materials in the following format:

Acrobat: .pdf (PDF/x-1a or distilled with Press Quality job settings)

Illustrator: .eps (fonts outlined and images embedded)

Photoshop: .eps or .tif

All images MUST be high resolution (at least 300 dpi). Convert files to process colors (CMYK). Pantone and spot colors will be converted and may cause a color shift.

Digital File modifications:

If supplied digital files require additional work, charges over \$15 will be billed to the advertiser.

Acceptable Media:

FTP, CD, email (up to 8Mb) or cloud file sharing service (e.g., Dropbox, YouSendIt) — see below

Proofs:

Proofs are preferred, but MUST be supplied with all color critical ads. Progressive proofs, matchprints, Cromalins, etc. are acceptable.

Identify "For Position Only" by clearly labeling

Full Page ads:

- All images and text should be .25" from trim
- Supply .125" beyond trim for bleed images
- Live area for a full page with bleed is 7.375" x 10"

RATES:

Integrated marketing program pricing, customized to your objectives, are available from the publisher or your marketing/sales professional.

Classified:

For classified ads call Ginny Stadel at: Tel: +1.815.966.5591
Fax +1.815.968.0941 | gstadel@wattnet.net

WE CANNOT ACCEPT FILES FROM THE FOLLOWING PROGRAMS:

- Microsoft Word
- Microsoft Publisher or Power Point
- Crude paint programs (Paint or MacPaint)
- Spreadsheet database (i.e. Excel)

Send only files containing high resolution images

AD SIZES

	Inches width x depth	Millimeters width x depth
2 page spread	15.25 x 10	388 x 254
Full page	7.375 x 10	188 x 254
2/3 Page - 2 columns	4.5 x 10	114 x 254
1/2 Page		
Horizontal - 3 columns	7.375 x 4.625	188 x 118
Island - 2 columns	4.5 x 7.5	114 x 191
Vertical - 1/2 page	3.375 x 10	85 x 254
1/3 Page		
Horizontal - 3 columns	7.375 x 3.25	188 x 83
Square - 2 columns	4.5 x 4.625	114 x 118
Vertical - 1 column	2.125 x 10	54 x 254
1/4 Page		
Horizontal - 3 columns	7.375 x 2.625	188 x 67
Square - 2 columns	4.5 x 3.625	114 x 94
Vertical - 1/2 page	3.375 x 4.625	86 x 118
1/6 Page		
Horizontal - 2 columns	4.5 x 2.375	114 x 60
Vertical - 1 column	2.125 x 4.625	54 x 118
Banner - 3 columns	7.375 x 1.5	188 x 38
1/8 Page		
Horizontal - 2 columns	4.5 x 1.875	114 x 47
Square - 1/2 page	3.375 x 2.25	86 x 58
Vertical - 1 column	2.125 x 3.625	54 x 92

BLEED AD SIZES

Spread	16 x 10.75	406 x 274
Full page	8.125 x 10.75	207 x 274
2/3 Page - 2 columns	5 x 10.75	127 x 274
1/2 Page		
Horizontal - 3 columns	8.125 x 5.25	207 x 133
Island - 2 columns	5 x 8	127 x 203
Vertical - 1/2 page	3.875 x 10.75	99 x 274

Bleed or Oversize: No extra charge for bleed. Bleed not acceptable on less than a 1/2 page. Keep all live area material a minimum .5" (13mm) away from edges (trim size 7.875" x 10.5" or 200mm x 267mm).

SEND PRINT FILES TO

WATT Publishing

Attn: Production Department
303 N. Main St. Ste. 500
Rockford, IL 61101 USA

E-mail:

ads@wattnet.net

FTP:

<ftp://ads.wattnet.net>

Login: Watt\ftp | Password: WattMM303

(Please contact your WATT sales professional when you upload a file to ensure prompt production.)

DIGITAL SPECIFICATIONS

PETFOOD INDUSTRY

WEB SITE BANNERS

Banner sizes (in pixels)

- **Welcome Banner:** 640w x 480h, no rotations
- **Top Banner:** 336w x 140h, (2) rotations
- **Middle Banner:** 336w x 60h, no rotations
- **Bottom Banner:** 336w x 140h, (2) rotations
- **Button:** 120w x 90h, no rotations

Please provide digital ad materials in the following format (maximum file size 130K):

- .jpg
- .gif
- .swf (exported in versions 6.0-9.0, uses action script of 2.0 or higher, employs a ClickTag within the action sequence)

e-NEWS BANNERS

Banner sizes (in pixels)

- 234w x 60h is an acceptable size for creative

Please provide digital ad materials in the following format (maximum file size 130K):

- .jpg
- .gif (animated .gif files are accepted, but will not display in Outlook 2007)

DIGITAL EDITION BLOW-IN ADS

Banner size (in pixels):

- 320w x 240h is an acceptable size for creative

Please provide digital ad materials in the following format (maximum file size 130K):

- .jpg
- .gif
- .swf (WATT can convert the entire ad area into a hyperlink. If the client wishes to have only specific area(s) of the ad hyperlinked, he/she must embed the link(s) and conduct tracking)

DIGITAL EDITION BANNER ADS

Banner size (in pixels):

- Table of contents: 163w x 163h, no rotations
- Navigation bar: 175w x 35h, no rotations

Please provide digital ad materials in the following format (maximum file size 130K):

- .jpg
- .gif

CUSTOM E-MAIL CAMPAIGNS

Finished HTML

- The HTML must be submitted as a file with an .html extension.
- The HTML file should be sent as an attachment to avoid erroneous code that may be added when forwarding.
- Images not hosted by the client need to be provided separately in a zip file with other pieces of associated content.
- It is strongly recommended that the HTML be written using basic HTML in-line styles. Internal CSS style sheets are not universally rendered across the wide variety of e-mail providers.

If completed HTML cannot be provided, WATT is able to create a basic HTML design. E-mail campaign material creation at this level may incur fees in addition to the cost of the send.

The following must be supplied by the client before the basic HTML design can be started:

- **Header Banner:** 600-650w x 200-250h, .gif or .jpg format (under 130K)
- **Body of Text:** selectable format (i.e. .pdf, .doc or e-mail) in which text can be copied and pasted into the necessary file format.
- **Additional Images (2-3):** 100-200w x 100-200h, .gif or .jpg format (under 130K)

DIGITAL VIDEOS

Video Size:

- 4:3 aspect ratio

Please provide digital ad materials in the following format (maximum file size 1GB):

- FLV or H.264 (mobile display)

SEND DIGITAL FILES TO

E-mail:

RDunlavy@wattnet.net
MMichelkamp@wattnet.net

FTP:

ftp://ads.wattnet.net
Login: Watt\ftp | Password: WattMM303

(Please contact your WATT sales professional when you upload a file to ensure prompt production.)