

Advertising Specifications & Mechanical Requirements For DIESEL & GAS TURBINE PUBLICATIONS

Publishers Of: *Diesel Progress North American Edition, Diesel Progress International Edition, COMPRESSORtech²,
Compression Technology Sourcing Supplement and Diesel & Gas Turbine Sourcing Guide*

Please follow these specifications closely to ensure the highest quality advertisement possible.

Failure to meet these specifications could delay production deadlines and advertiser may incur production charges.

All ads should be created on a Mac platform using accepted programs and formats.

Supported Formats

PDF Documents

(Acrobat X or earlier)

- Must have 300 dpi resolution
- All fonts embedded
- All document security turned off
- No passwords
- Accepted InDesign PDFs from InDesign CC2017 and earlier. Please download PDF presets from AdShuttle.
- All graphics MUST BE CMYK or grayscale (No RGB)
 - NO COMPRESSION
 - NO ICC PROFILES

Page Layout Programs

Preferred Program

InDesign CC2017 or earlier

- In File menu select "Package" to extract document and artwork
- Select *Copy Fonts (Except CJK)*
- Select *Copy Linked Graphics*
- Select *Update Graphic Links In Package*

QuarkXpress 8.5 or earlier

- Use "collect for output" function to extract document and artwork
- Select *Layout, Linked Pictures, Printer Fonts and Screen Fonts*

Graphic Programs

Photoshop CC2017 or earlier

- Save images as CMYK
- 300 dpi at 100%
- Photoshop EPS or TIFF format
- When saving Photoshop EPS images
Deselect *Use Proof Setup and Embed Color Profile*
Photoshop EPS Options
 - Preview: Macintosh (8 bits/pixel)
 - Encoding: Binary
 - All other options deselectedPlease note: Clipping paths should have a flatness of 1
- When saving TIFF images
Deselect *Embed Color Profile*
 - Image Compression: None
 - Pixel Order: Interleaved (RGRGB)
 - Byte Order: Macintosh

Illustrator CC2017 or earlier

- Save images as CMYK
- Include all fonts and native files
- EPS images must have
 - Preview Format: TIFF (8-bit color), Select *Transparent*
 - Fonts: Select *Embed Fonts*
 - Options: Select *Include Linked Files*
 - Adobe Postscript®: LanguageLevel 2

Material Requirements

Send all materials used to create the advertisement. The "registration" option must be selected when printing so that the file prints with crop marks, bleed, file name, date and time.

- All postscript screen and printer FONTS must be provided. Missing fonts may result in reflow, bad breaks and/or missing text. Do not use bold or italic attributes from the style menu.
- All images and graphics must have a resolution of 300 DPI at 100%.
- All images and graphics must be in CMYK or Grayscale color mode. RGB images or graphics are not acceptable. All images/graphics must be sent.
- Small black type must not be 4-COLOR. Black type must consist of black ink only. Grayscale type must be a percentage of black ink only. Publisher reserves the right to change advertiser's file to meet this requirement. The use of ultrathin fonts or type smaller than 5 pt is not recommended.
- All solid areas of black (excluding type) to be printed must be set up as RICH BLACK, which is defined as 50% Cyan, 40% Magenta, 30% Yellow and 100% Black. Publisher reserves the right to change advertiser's file to meet this requirement.
- DENSITY of all colors combined in a single area should not exceed 300%.
- Color advertisements must be accompanied by a COLOR PROOF. A medium-resolution .tif or .jpg is acceptable to check layout and line breaks. If color is critical, a SWOP-certified proof is required. Correct color values must be present in the digital files. If a SWOP-certified proof is not submitted, the color reproduction of the ad will be based on industry standard best practices to achieve as accurate color as possible from the submitted digital file.
- Materials are kept on file a minimum of two years. Request verification before issuing PICKUP Instructions from earlier issues.

Publisher refuses responsibility of printed ad if requirements are not followed.

Submit PDF Ads Via AdShuttle

Use AdShuttle's automated service for submitting and preflighting ads. <https://www.adshuttle.com/dieselgasturbine/>

1. Create press-ready PDF using Diesel/AdShuttle Preset
2. Login to AdShuttle or create New Account
3. Select publication and issue from menu.
4. Upload PDF files
5. Verify positioning and quality of materials.

All documentation, presets and support are available on site.

FTP Information

<http://files.dieselpub.com>

Password: Call for current +1 262-754-4100

(continued) Advertising Specifications & Mechanical Requirements For DIESEL & GAS TURBINE PUBLICATIONS

Publication trim size is 8 x 10.5 in. (203 x 267 mm). For full page and horizontal bleed ads, keep live material 0.375 in. (10 mm) from bleed edges. For vertical bleed ads, keep live material 0.375 in. (10 mm) from bleed edges on top and bottom and 0.4375 in. (11 mm) from bleed edges on left and right.

PAGE SIZE	INCHES		MILLIMETERS	
	Width	Height	Width	Height
Two-Page Spread				
2-PG Trim Size	16	10.5	406	267
2-PG With Live Area	15.5	10	375	254
2-PG With Full Bleed	16.25	10.75	413	273



Use single page layout if images do NOT cross the center line.

Use spread layout if images or photos DO cross the center line.

PAGE SIZE	INCHES		MILLIMETERS	
	Width	Height	Width	Height
Full Page				
1-PG Trim	8	10.5	203	267
1-PG Live Area	7.5	10	191	254
1-PG Bleed	8.25	10.75	210	273



1-PG Non-bleed	6.75	9.75	171	248
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PAGE SIZE	INCHES		MILLIMETERS	
	Width	Height	Width	Height
Insert, Full Page				
1-PG Insert Trim	7.5	10.5	191	267
1-PG Insert Live Area	7.375	10	187	254
1-PG Insert Bleed	8.125	10.75	206	273

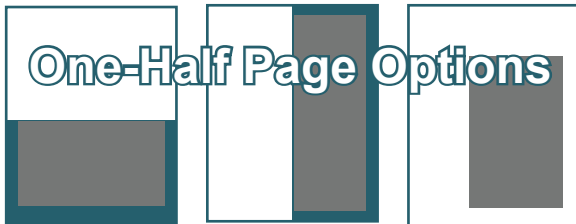


PAGE SIZE	INCHES		MILLIMETERS	
	Width	Height	Width	Height
Two-Thirds Pages				
2/3-PG Vertical Trim	5.125	10.5	130	267
2/3-PG Vertical Live Area	4.625	10	117	254
2/3-PG Vertical Bleed	5.25	10.75	133	273



2/3-PG Vertical Non-bleed	4.25	9.75	108	248
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PAGE SIZE	INCHES		MILLIMETERS	
	Width	Height	Width	Height
Half Pages				
1/2-PG Horizontal Trim	8	5.125	203	130
1/2-PG Horizontal Live Area	7.5	4.875	191	124
1/2-PG Horizontal Bleed	8.25	5.25	210	133
1/2-PG Vertical Trim	3.875	10.5	98	267
1/2-PG Vertical Live Area	3.375	10	86	254
1/2-PG Vertical Bleed	4	10.75	102	273



1/2-PG Horizontal Non-bleed	6.75	4.75	171	121
1/2-PG Vertical Non-bleed	3.125	9.75	79	248
1/2-PG Island	4.25	7.25	108	184

PAGE SIZE	INCHES		MILLIMETERS	
	Width	Height	Width	Height
One-Third Pages				
1/3-PG Horizontal Trim	8	3.5	203	89
1/3-PG Horizontal Live Area	7.5	3.25	191	83
1/3-PG Horizontal Bleed	8.25	3.625	210	92
1/3-PG Vertical Trim	2.75	10.5	70	267
1/3-PG Vertical Live Area	2.25	10	57	254
1/3-PG Vertical Bleed	3.125	10.75	79	273



1/3-PG Horizontal Non-bleed	6.75	3.125	171	79
1/3-PG Vertical Non-bleed	2	9.75	51	248
1/3-PG Square	4.25	4.75	108	121

PAGE SIZE	INCHES		MILLIMETERS	
	Width	Height	Width	Height
Quarter Page				
1/4-PG	3.125	4.75	79	121



PAGE SIZE	INCHES		MILLIMETERS	
	Width	Height	Width	Height
One-Sixth Pages				
1/6-PG Horizontal	4.25	2.125	108	54
1/6-PG Vertical	2	4.75	51	121



Classified Advertising

Black & white or grayscale • 300 dpi graphics • Full-inch increments x column width
 1 column = 2.125 in. (54 mm) wide • 2 column = 4.5 in. (114 mm) wide • 3 column = 6.75 in. (171 mm) wide