

# Advertising Specifications & Mechanical Requirements For DIESEL & GAS TURBINE PUBLICATIONS

Publishers Of: *Diesel Progress North American Edition, Diesel Progress International Edition, COMPRESSORtech<sup>2</sup>,  
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.**

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## Supported Formats

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### 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

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## Page Layout Programs

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### Preferred Program

#### InDesign CC2017 or earlier

- In File menu select "Package" to extract document and artwork
- Make sure page documents and artwork are created in CMYK color mode.
- Make sure all fonts used are included.
- Make sure all images used (vector and raster) are included.

#### QuarkXpress 8.5 or earlier

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

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## Graphic Programs

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### 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 deselected

Please 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<sup>®</sup>: LanguageLevel 2

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## Material Requirements

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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.***

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## Shipping Information

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*Please send materials to:*

Advertising Manager – Include *Publication Name*

Diesel & Gas Turbine Publications

20855 Watertown Road, Suite 220

Waukesha, WI 53186-1873, USA

Phone: +1-262-754-4100

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## FTP Information

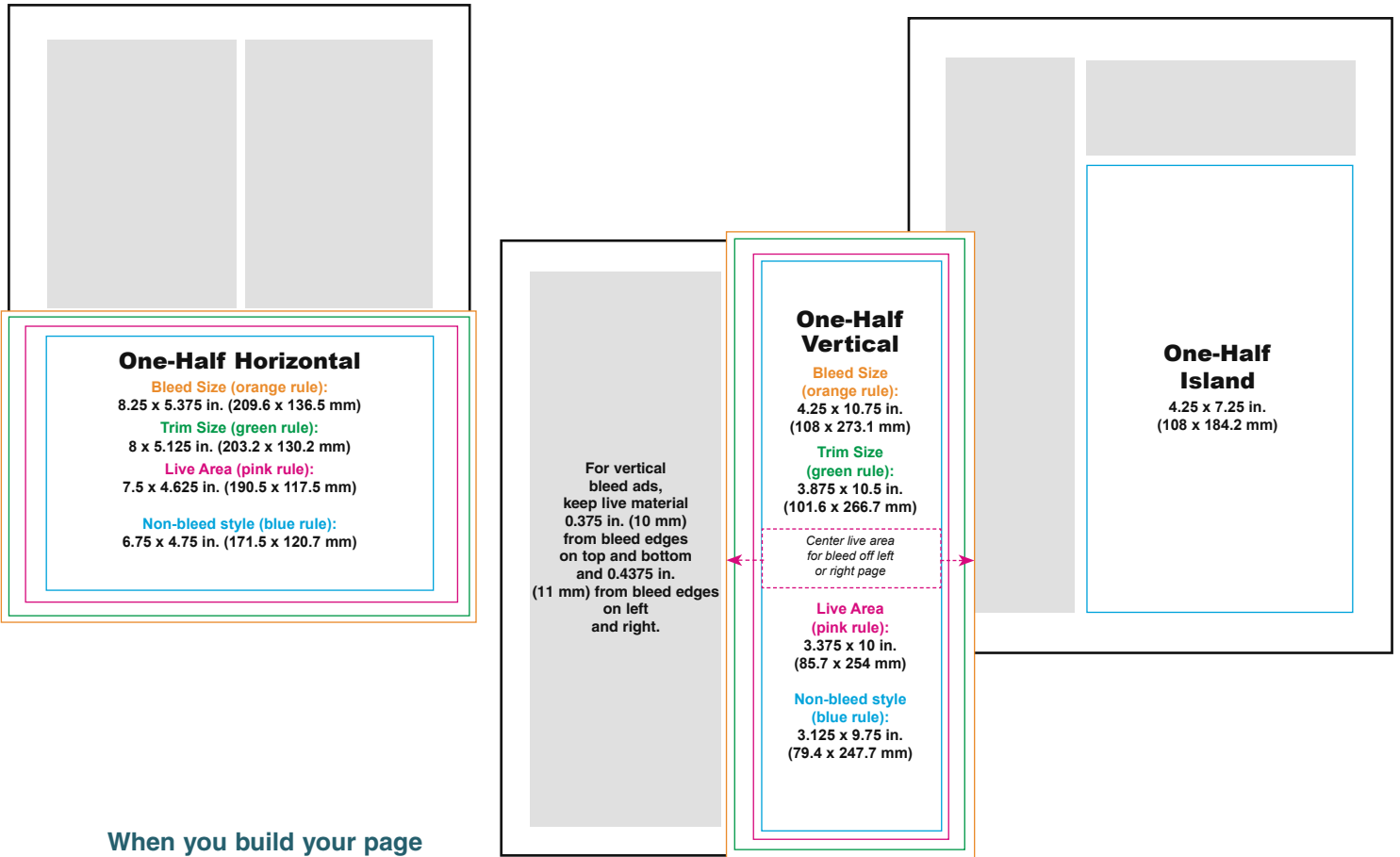
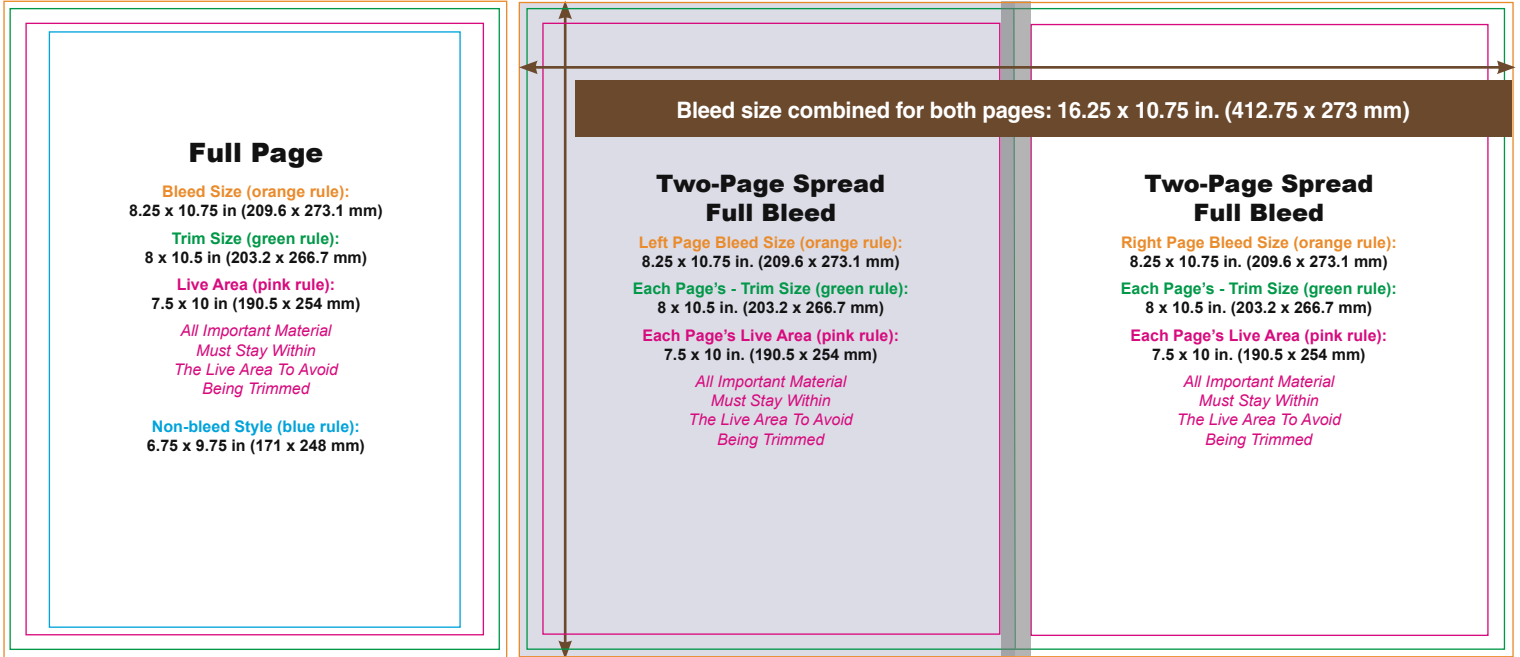
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<http://files.dieselpub.com>

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

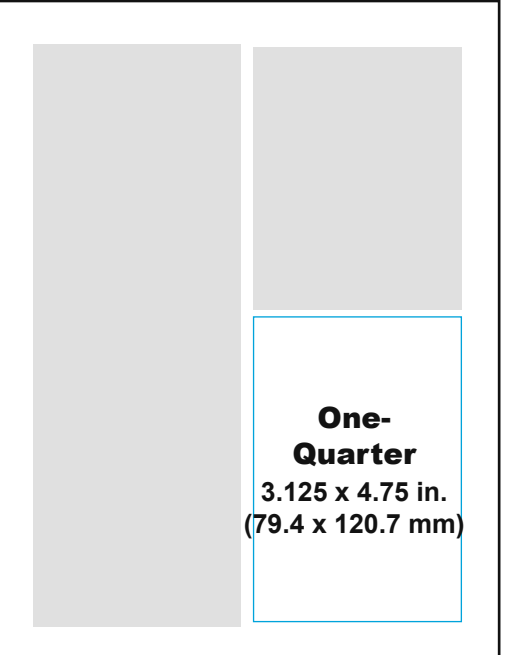
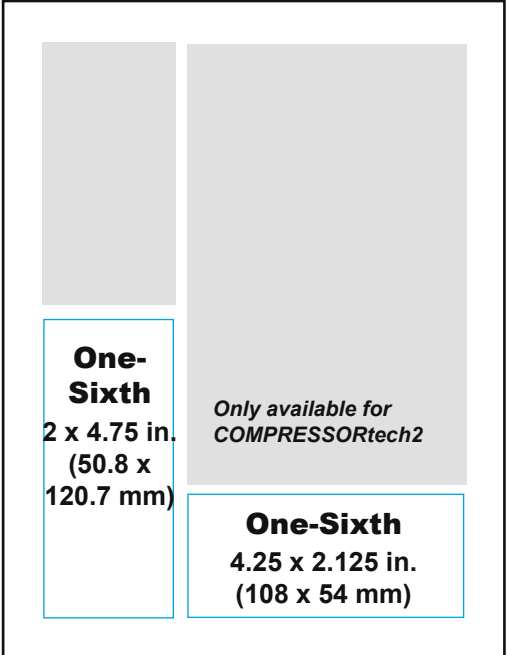
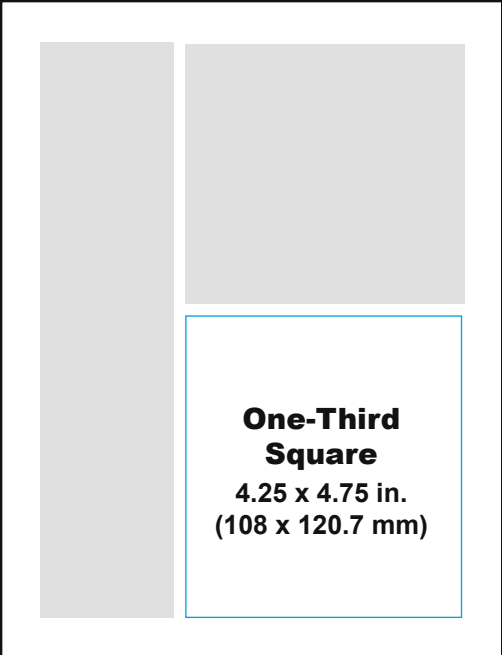
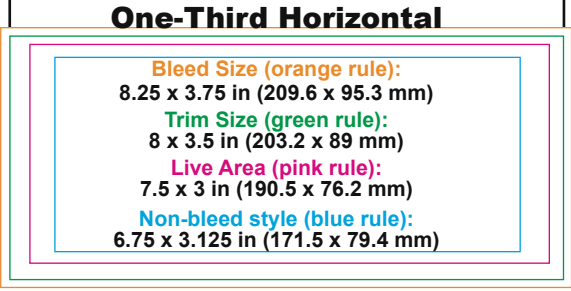
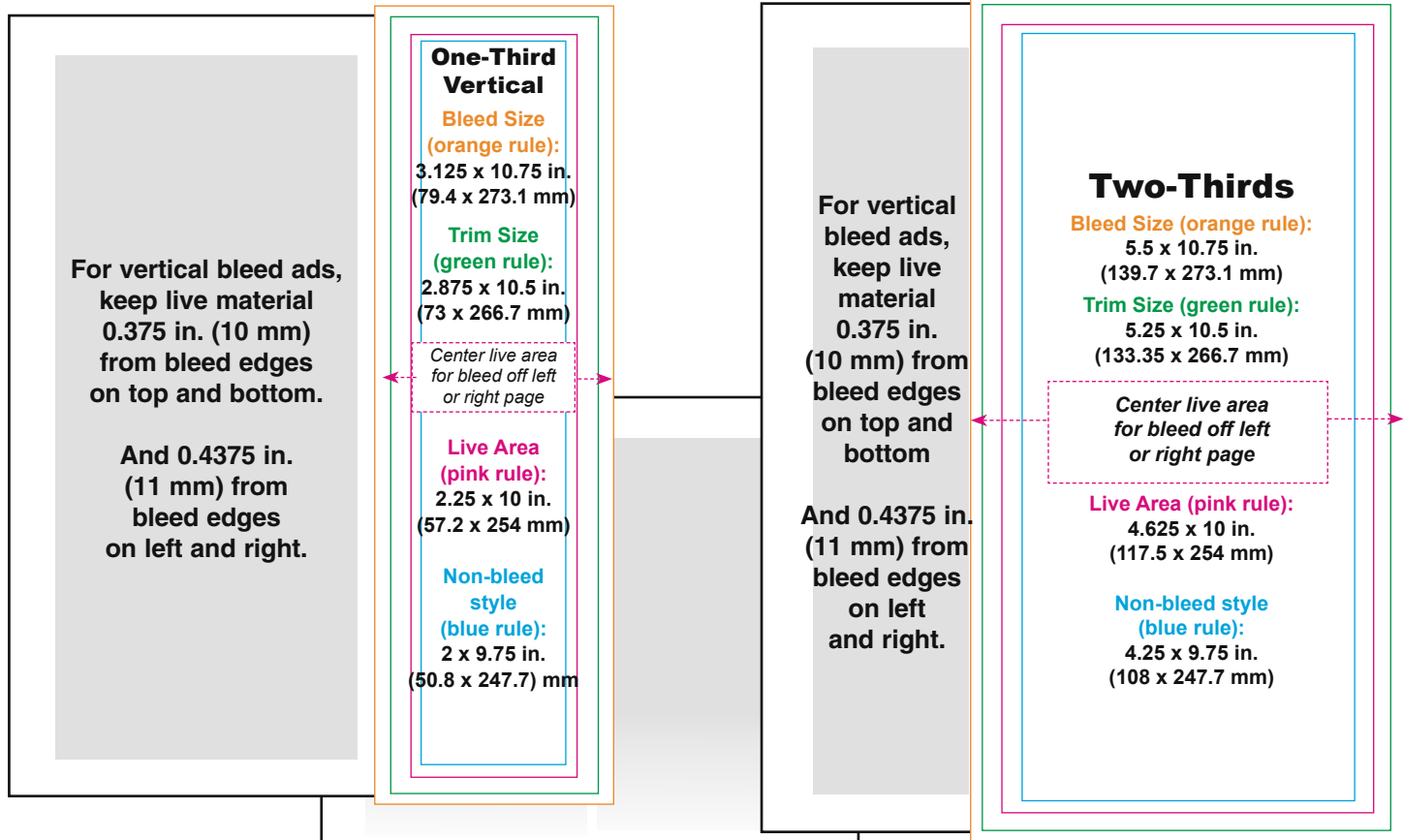
**(continued) Advertising Specifications & Mechanical Requirements For DIESEL & GAS TURBINE PUBLICATIONS**

Publication trim size is 8 x 10.5 in. (203.2 x 266.7 mm). For full page and horizontal bleed ads, keep live material 0.375 in. (10 mm) from bleed edges.



**When you build your page in your page layout program:**

- Make sure page documents and artwork are created in **CMYK** color mode.
- Make sure all fonts used are included.
- Make sure all images used (vector and raster) are linked.
- Rich Black is 50C/40M/30Y/100K



**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

## **Insert Page**

**Bleed Size (orange rule):**  
7.75 x 10.75 in (197 x 273.1 mm)

**Trim Size (green rule):**  
7.5 x 10.5 in (190.5 x 266.7 mm)

**Live Area (pink rule):**  
7 x 10 in (178 x 254 mm)

*All Important Material  
Must Stay Within  
The Live Area To Avoid  
Being Trimmed*