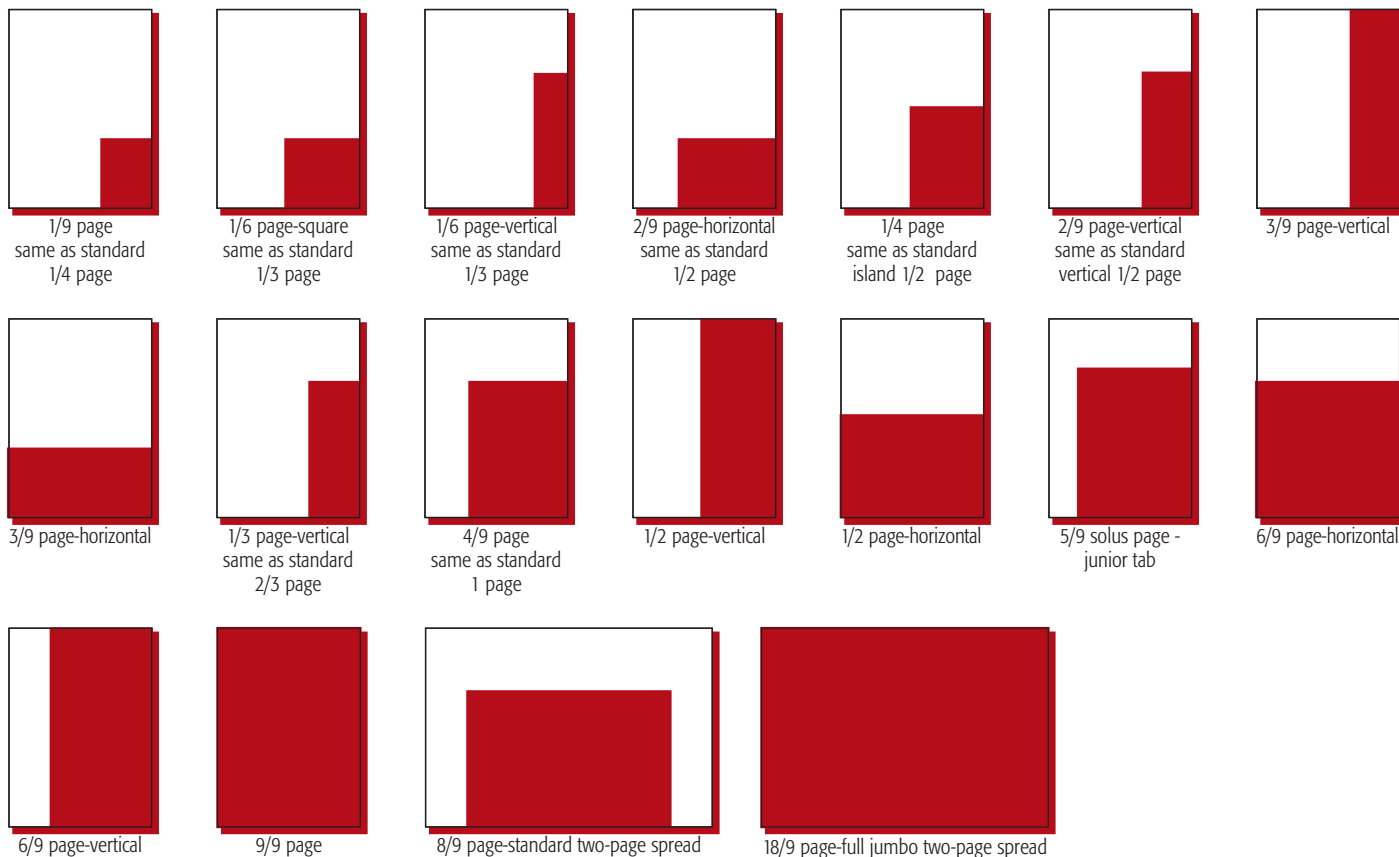


▶ A WIDE CHOICE OF ADVERTISEMENT SIZES

Actual specifications vary from publication to publication. Please check individual rate cards for exact measurements.



▶ TECHNICAL SPECIFICATIONS

NEI-BRAZIL

Special Positions

Special positions (any ad size) will be charged a premium of 10% on the B/W space rate portion of the insertion order.

Digital Ad Specs

All files must be PC compatible. A color proof (printed or digital) is required.

- *Accepted Formats:* TIF(F) or Photoshop EPS (use only CMYK colors, convert typefaces (fonts) to outlines (paths) and save as EPS file.)

- *General Specifications:* Colors must be defined as percentages of CMYK with a maximum coverage of 310% (i.e. cyan 85%, magenta 70%, yellow 85%, black 70%). Do not use indexed, RGB, spot or pantone colors. All images must be high resolution (300 dpi) CMYK color or grayscale; bitmap images must be at least 1200 dpi. Do not reduce less than 20% or enlarge more than 130%. Do not use LZW compression when saving an image as a TIF(F). Do not use JPEG encoding when saving an image as EPS; please use binary.

- *Digital Data Carriers:* Zip Disk 100 or 250 MB; CD-Rom. Do not e-mail files.

Special Requirements & Restrictions—All advertising is subject to the Publisher's approval. The Publisher reserves the right to

return advertising material for modification or to reduce or re-format material when required, at cost. Special requests for duplication of materials and additional production services will be charged at the prevailing rates. Requests for return of ad material should be made in writing. Unless instructed to the contrary, all production material will be destroyed after one year. Proofs are only supplied upon request if production material arrives at least one month before material deadline date. A maximum of two proofs can be supplied. Author's corrections cannot be accepted on the second proof.

IEN-USA

Digital Ad Specifications:

- File in a portable data storage
- Disk-output form or collect-for-output
- Color proof and separated lasers (CMYK)

Applications:

- QuarkXpress: version 4.0 or greater
- Adobe Illustrator: version 8.0 or greater
- Adobe Photoshop: version 6.0 or greater

Compression:

Self-Extracting Archive (SEA) files preferred. We also accept: Stuffit, and Zip

Submitting Your Files:

Our preference is all files be sent on CD-Rom or Zip disks.

Proofs:

2 full-size SWOP standard color proofs of the final file and a separated laser proof for each CMYK is required.

Download ad specifications:

www.ienonline.com/digital

NOTE:

Portable Storage becomes the property of Thomas Publishing and will not be returned without a SASE. Conversion of all other material (artwork, reproduction proofs, etc.) will be charged at cost to advertiser or agency. All reproduction material will be destroyed one year after last use, unless a SASE is provided.

Apply to all publications:

AGENCY COMMISSION—15% of gross billing on space, color, and special position charges. Allowable to recognized advertising agencies, provided payment is received within 30 days of invoice date.

CANCELLATION POLICY—Notices of cancellation must be received in writing in New York central office prior to closing date. Cancellations cannot be accepted after closing date.

TERMS OF PAYMENT—30 days from invoice date. The Publisher reserves the right to collect outstanding invoices from an

advertiser if its advertising agency fails to make proper payments to Thomas Publishing Company, LLC.

SHIPPING INSTRUCTIONS—All materials, including insertion orders and contracts should be sent before the closing date to New York central office: International Traffic Manager, Thomas Publishing Company, LLC International Magazine Group, Five Penn Plaza, New York, N.Y. 10001.

Email ads to: production@thomasimg.com