

## Logo Specifications

### OCTOBER 30 - LOGO FILES DUE AT PINC

#### DIMENSIONS

Maximum width = 3.5"

Height = 1", 1.5", 2" or 2.5"

Check your ad confirmation to see which size you ordered.

#### Required File Naming Convention

Files must be named with

- Company Name\_
- BG10\_
- LOGO
- File extension

E.g. XYZLith\_BG10\_LOGO.pdf

#### SUBMITTING YOUR FILE

##### Email

Files under 1.5 MB may be sent to  
diane@pinc.org.

Subject line must include logo information  
e.g. XYZLitho - BG10 LOGO ad.

Please include your production contact information in this email.

##### FTP

Files larger than 1.5 MB may be uploaded to our ftp site.

Use the folder named:

BG10\_MEMBER\_ADS\_HERE

Hostname: ftp.pinc.org

Username: guest

Password: pinc

You must use an ftp client program and be in passive mode,  
a browser will not work on this site.

**Please send an email to diane@pinc.org to let us know  
that you have uploaded files.**

##### Mail

If sending CD or DVD, please notify us by email.  
Include printed proof and send media to:

##### PINC

Attn: Diane Gong  
665 Third Street, Suite 500  
San Francisco, CA 94107  
1.800.659.3363

#### FILE PREPARATION

##### Basics

- Placed art is minimum 300 PPI at 100%.
- All colors CMYK – no spot colors (convert spot to process).
- Convert all blacks to rich black – 30% C, 30% M, 30% Y, 100% K
- Avoid small type built with more than 2 process colors.

##### Preferred File Format

- Hi-res PDF created with special PINC Settings from InDesign CS2/3.
- Download these settings from Buyers Guide web site  
[www.buyersguide.pinc.org/](http://www.buyersguide.pinc.org/)

##### Accepted File Formats:

##### Native Adobe Illustrator CS2/3

- Embed all links, minimum 300 PPI at 100%.
- Outline all fonts.
- All colors CMYK – no spot colors.

##### Adobe Illustrator EPS Files

- Embed all links, minimum 300 PPI at 100%.
- Outline all fonts.
- All colors CMYK – no spot colors.

##### TIFF Files

- 300 PPI at final size.
- Flattened
- All colors CMYK – no spot colors.

#### PRINTACCESS LOGO

All logo advertisers receive a company logo on their PrintAccess page. You need not provide a separate file unless your Buyers Guide logo ad art is different than your standard company logo.

#### Questions – Contact Diane Gong

[diane@pinc.org](mailto:diane@pinc.org)

### OCTOBER 30 - DEADLINE



PINC  
665 Third Street, Suite 500  
San Francisco, CA 94107  
1.800.659.3363

# Ad Specifications

## OCTOBER 30 - FILES DUE AT PINC

### DIMENSIONS

#### Full-page Ad

8.5"W x 11"H Bleed - .125" all dimensions.

Live area - .5" allow margin all dimensions

#### Half-page Horizontal

7.5"W x 4.875"H

#### Half-page Vertical

3.625"W x 9"H (available in Paper Section only)

#### Full column/half page Ad – Member Listing Section only

3.5"W x 9.375" (H - maximum)

See examples on next page.

### REQUIRED FILE NAMING CONVENTION

Files must be named with

- Company Name\_
- BG10\_
- Ad size (FullPage, HalfPageV or H, FullCol
- File extension

E.g. XYZLith\_BG10\_HalfPageH.pdf

### SUBMITTING YOUR FILE

#### Email

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diane@pinc.org.

Subject line must include logo information

e.g. XYZLitho - BG10 Full Page ad.

Please include your production contact information in this email.

#### FTP

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BG10\_MEMBER\_ADS\_HERE

Hostname: ftp.pinc.org

Username: guest

Password: pinc

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**Please send an email to [diane@pinc.org](mailto:diane@pinc.org) to let us know that you have uploaded files.**

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Include printed proof and send media to:

#### PINC

Attn: Diane Gong

665 Third Street, Suite 500, San Francisco, CA 94107

1-800-659-3363

### FILE PREPARATION

#### Basics

- Placed art is minimum 300 PPI at 100%.
- All colors CMYK – no spot colors (convert spot to process).
- Convert all blacks to rich black – 30% C, 30% M, 30% Y, 100% K
- Avoid small type built with more than 2 process colors.

#### Preferred File Format

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##### TIFF Files

- 300 PPI at final size.
- Flattened
- All colors CMYK – no spot colors.

### LOGOS

All advertisers receive a logo on their Buyers Guide page and their PrintAccess page. Make sure that you provide a logo file and ad files by October 30. Download the Logo Specs.

**Questions – Contact Diane Gong – [diane@pinc.org](mailto:diane@pinc.org)**

## DEADLINE - OCTOBER 30

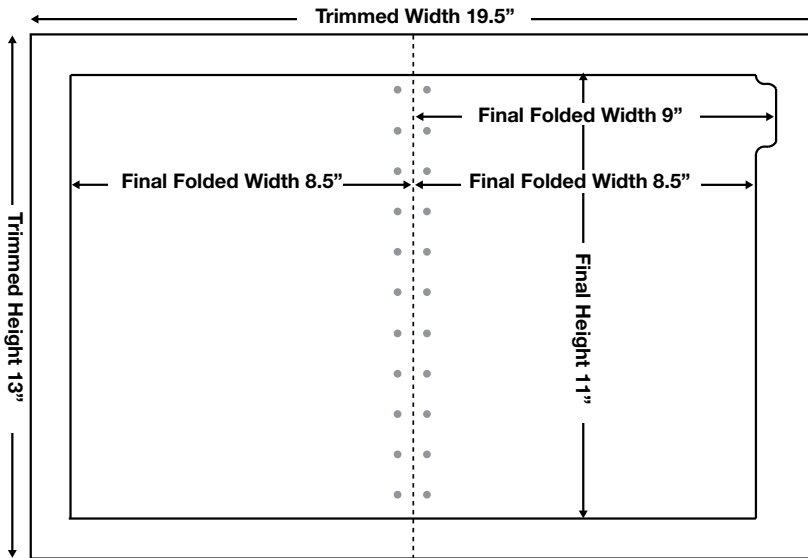


PINC

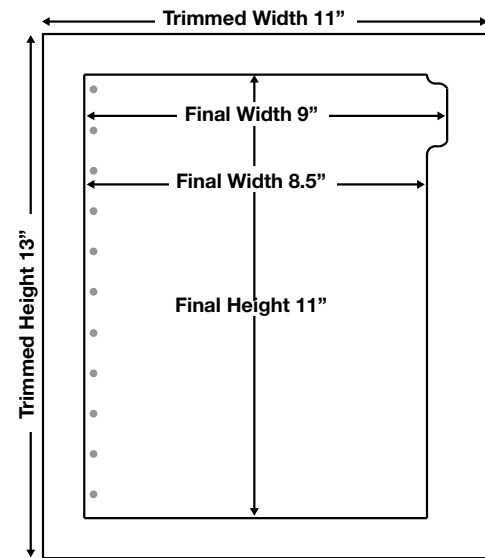
665 Third Street, Suite 500 San Francisco, CA 94107  
1.800.659.3363

# Tab Specifications

**OCTOBER 30**  
**Files for PINC produced**  
**material due at PINC**



**NOVEMBER 10**  
**All pre-printed materials**  
**due at Dome Printing (see next page)**



## SPECIFICATIONS

### Paper Stock

White, coated stock - Min 100# cover – Max 120# cover.

**Quantity** - 7,000 preprinted tabs.

### Size and Layout

- Final dimensions 9"x 11". Use PINC supplied template.
- Template file: Illustrator files furnished with front and back tab positions + tab copy.
- Allow one inch of overwork on all dimensions.
- Trim as indicated on template.

### Binding

- Spiral bound. Allow 0.5" margin for any copy close to the binding edge on both sides.

**Bleeds** - Allow 0.125" bleed.

## DEADLINES

**October 30 for files.**

**November 10 for preprinted tabs.**

Questions – Contact Diane Gong  
diane@pinc.org

## REQUIREMENTS

**Tab Color** - NO background color in the tab area.

### Tab Copy

- Use the black type supplied in Illustrator file.
- Please DO NOT set your own type.
- Repeat the tab copy on the reverse side of tab.
- PLEASE DO NOT DIE CUT YOUR TAB.
- We will die cut your tab.
- Deliver press sheets trimmed to 1-up with 1" overwork on all sides.
- *You must submit a PDF for review before printing. This will help insure that your tab meets the requirements.*
- If you are submitting files for PINC Produced materials, please use the above dimensions and follow these File specifications.

## DELIVERY INSTRUCTIONS ON NEXT PAGE

**If you are submitting files for PINC PRODUCED MATERIALS, use the above dimensions and follow the File Specifications on the next page.**

# Tab Specifications (con't)

## DELIVERY INFORMATION

**Deadline: Tuesday, November 10, 2009**

Deliver to:

### Dome Printing

Attn: Karen Richards  
340 Commerce Circle  
Sacramento, CA 95815  
800.343.3139

- Provide a detailed packing slip showing total piece count and with a sample attached. If there are multiple lots provide a sample of each one.
- Label each carton as PINC Buyers Guide 2010 Tab. Include the name of your company and piece count per carton.

## FILE NAMING CONVENTION

Files must be named with

- Company Name\_
- BG10\_
- Ad size (2 page tab, 4 page tab)
- File extension

E.g. XYZLith\_BG10\_4page\_tab.pdf

## SUBMITTING YOUR FILE

### Email

Files under 1.5 MB may be sent to  
[diane@pinc.org](mailto:diane@pinc.org).

Subject line must include ad information  
e.g. XYZLitho - BG10 Tab.

Please include your production contact information in this email.

### FTP

Files larger than 1.5 MB may be uploaded to our ftp site.

Use the folder named:

BUYERS\_GUIDE10\_MEMBER\_ADS\_HERE

Hostname: <ftp.pinc.org>

Username: guest

Password: pinc

You must use an ftp client program and be in passive mode, a browser will not work on this site. **Please send an email to [diane@pinc.org](mailto:diane@pinc.org) to let us know that you have uploaded files.**

### Mail

If sending CD or DVD, please notify us by email.

Include printed proof and send media to:

### PINC

Attn: Diane Gong  
665 Third Street, Suite 500, San Francisco, CA 94107  
1.800.659.3363

## FILE PREPARATION

### Basics

- Placed art is minimum 300 PPI at 100%.
- All colors CMYK – no spot colors (convert spot to process).
- Convert all blacks to rich black – 30% C, 30% M, 30% Y, 100% K
- Avoid small type built with more than 2 process colors.

### Preferred File Format

- Hi-res PDF created with special PINC Settings from InDesign CS2/3.
- Download these settings from Buyers Guide web site [www.buyersguide.pinc.org/](http://www.buyersguide.pinc.org/)

### Accepted File Formats:

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### TIFF Files

- 300 PPI at final size.
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## LOGOS

All advertisers receive a logo on their Buyers Guide page and their PrintAccess page. Make sure that you provide a logo file with your ad file. Download the Logo Specs.

**Questions – Contact Diane Gong**  
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## DEADLINES

**OCTOBER 30 FOR FILES**

**NOVEMBER 10 FOR  
PRE-PRINTED TABS**



PINC

665 Third Street, Suite 500 San Francisco, CA 94107  
1.800.659.3363

## Insert Specifications

**OCTOBER 30**  
Files for PINC produced  
material due at PINC

### INSERT DIMENSIONS

#### 2 Page Insert

8.5"W x 11"H - See diagram on next page.

#### 4 Page Insert - Center Punch

17"W x 11"H - See diagram on next page.

#### 4 Page Insert - Side Punch

16.5"W x 11"H - See diagram on next page.

### SPECIFICATIONS

#### Paper Stock

White, coated stock - Min 100# cover – Max 120# cover.

#### Quantity

9,000 preprinted inserts

#### Binding and Trimming

- Spiral bound. Allow 0.5" margin for any copy close to the binding edge on both sides.
- Your insert must be trimmed to size before delivery.
- 4 page inserts must be folded to size before delivery.
- Be sure that your insert is ready for binding without any further handling. We will provide the hole punching.

*You must submit a PDF for review before printing*

**if you are submitting files for PINC  
PRODUCED MATERIALS, please use  
the above dimensions and follow these  
File Specifications**

### FILE NAMING CONVENTION

Files must be named with

- Company Name\_
- BG10\_
- Ad size (2 page insert, 4 page insert)
- File extension

E.g. XYZLith\_BG10\_2page\_insert.pdf

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PINC  
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**NOVEMBER 10**  
All preprinted materials due at  
Dome Printing (see next page)

### FILE PREPARATION

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### Delivery instructions on Next Page

### How to Submit Your File on Next Page

### Layout and Trim Diagrams on Next page

## DEADLINES

### OCTOBER 30 FOR FILES

### NOVEMBER 10 FOR PRE-PRINTED TABS/INSERTS

# Insert Specifications (con't)

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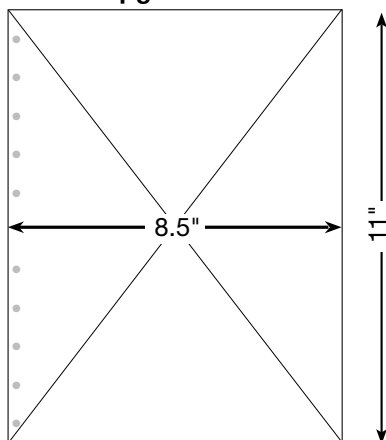
## DEADLINES

**OCTOBER 30 FOR FILES**

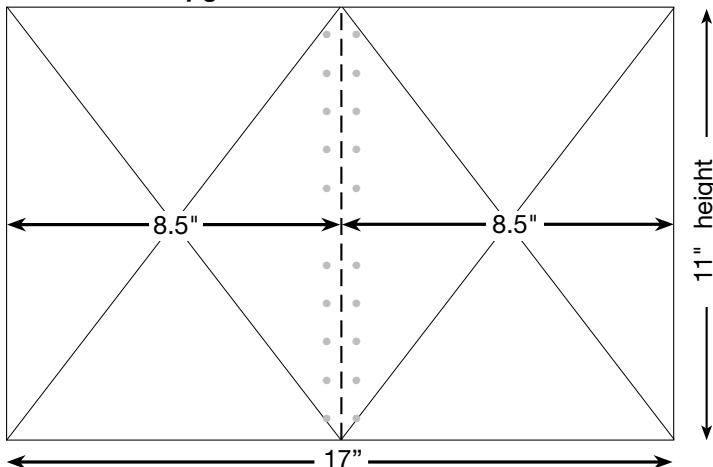
**NOVEMBER 10 FOR  
PRE-PRINTED TABS/INSERTS**

## LAYOUT AND TRIM DIAGRAMS

2-pg INSERT



4-pg INSERT - Center Punch



4-pg INSERT - Side Punch

