

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

7,000 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

Questions – Contact Diane Gong diane@pinc.org



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

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

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/

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.

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)

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.

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

LOGOS

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

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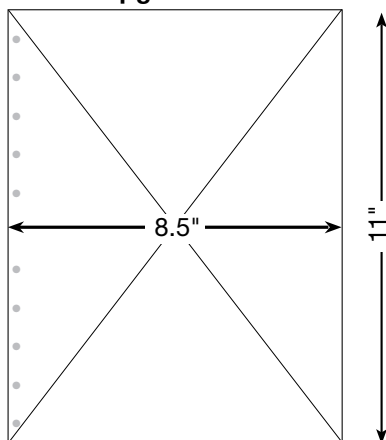
DEADLINES

OCTOBER 30 FOR FILES

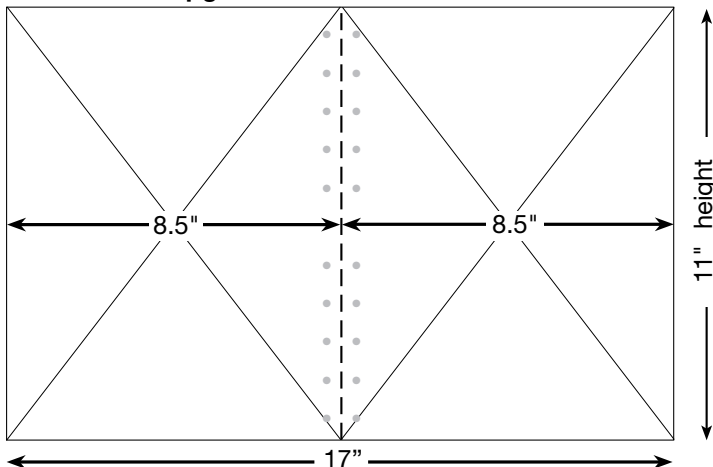
**NOVEMBER 10 FOR
PRE-PRINTED TABS/INSERTS**

LAYOUT AND TRIM DIAGRAMS

2-pg INSERT



4-pg INSERT - Center Punch



4-pg INSERT - Side Punch

