

# PRODUCTION REQUIREMENTS

## ➤ Ad Specs & Submission Deadlines

### Full Page Ads (Trim)

Add 1/4" (3.4mm) on all sides for bleed

### Information Today

➤ Trim Size 9-1/2"w x 11-3/4"h (241.3mm x 298.45mm)

- Jan/Feb – 12/7/2017
- Mar – 2/7/2018
- Apr – 3/7/2018
- May – 4/9/2018
- Jun – 5/9/2018
- Jul/Aug – 6/7/2018
- Sep – 8/8/2018
- Oct – 9/7/2018
- Nov/Dec – 10/9/2018

### Computers in Libraries

➤ Trim Size 8-3/8"w x 11"h (212.725mm x 279.4mm)

- Jan/Feb – 12/7/2017
- Mar – 2/7/2018
- Apr – 3/7/2018
- May – 4/9/2018
- Jun – 5/9/2018
- Jul/Aug – 6/7/2018
- Sep – 8/8/2018
- Oct – 9/7/2018
- Nov – 10/9/2018
- Dec – 11/7/2018

### Online Searcher

➤ Trim Size 8-1/2"w x 11"h (215.9mm x 279.4mm)

- Jan/Feb – 12/4/17
- Mar/Apr – 2/5/2018
- May/Jun – 4/5/2018
- Jul/Aug – 6/5/2018
- Sep/Oct – 8/7/2018
- Nov/Dec – 10/5/2018

## ➤ Multiple Insertions

➤ Use one ad for 3 Pubs - *Information Today, Computers In Libraries, and Online Searcher*

- Trim Size: 8-1/2"x11" (216mm x 279mm)
- For Bleed: Add 1/4" on all sides - 8-3/4" x 11-1/4" (220mm x 283mm)

## ➤ Ad production requirements

[www.infotoday.com/advert/CTPAdSpecs.pdf](http://www.infotoday.com/advert/CTPAdSpecs.pdf)

Please identify material by name of advertiser, publication, and issue date.

## ➤ We accept the following formats:

### ➤ Press-quality PDF files are preferred.

- Fonts must be embedded
- Set black to overprint
- Convert PMS to CMYK
- Images must be in CMYK
- 300 dpi images only
- Flattened transparencies
- Bleeds and crops included

### ➤ We can also accept high-resolution Macintosh format Photoshop TIFF files.

- Photoshop TIFF files for Macintosh—Flattened layers, CMYK color, 300 dpi, page dimensions, and bleeds according to pub specs

Files submitted as RGB will be converted to CMYK. Ads containing SPOT colors will be converted to CMYK unless prior arrangements have been made. B/W ads and graphics should be saved in grayscale mode. All graphics must be at least 300 dpi resolution.

- When renaming files, make sure to keep the proper file extension (i.e., .pdf, .tif).

## ➤ File submission instructions:

### ➤ To upload files via the web:

- Using your web browser, log onto <http://files.infotoday.com>.
- Please indicate advertiser, publication, and issue in which ad will be placed in appropriate fields.

**For questions contact**  
**Ad Trafficking Coordinator** [jcrowford@infotoday.com](mailto:jcrowford@infotoday.com)