

# GL&SCS 2007 Ad Specs & Material Instructions

## Display Advertising

### Dimensions

	Inches Wide x Deep	CMS Wide x Deep
Standard Page	7 x 10	17.8 x 25.4
2/3 Page	4 <sup>1</sup> / <sub>2</sub> x 9 <sup>1</sup> / <sub>2</sub>	11.4 x 24.2
1/2 Page (Isl.)	4 <sup>1</sup> / <sub>2</sub> x 7 <sup>1</sup> / <sub>2</sub>	11.4 x 19.1
1/2 Page (Hor.)	7 x 4 <sup>7</sup> / <sub>8</sub>	17.8 x 12.4
1/2 Page (Vert.)	3 <sup>3</sup> / <sub>8</sub> x 9 <sup>1</sup> / <sub>2</sub>	8.6 x 24.2
1/3 Page (Vert.)	2 <sup>3</sup> / <sub>16</sub> x 9 <sup>1</sup> / <sub>2</sub>	5.7 x 24.2
1/3 Page (Hor.)	4 <sup>1</sup> / <sub>2</sub> x 4 <sup>7</sup> / <sub>8</sub>	11.4 x 12.4
1/4 Page	3 <sup>3</sup> / <sub>8</sub> x 4 <sup>7</sup> / <sub>8</sub>	8.6 x 12.4
1/6 Page	2 <sup>3</sup> / <sub>16</sub> x 4 <sup>7</sup> / <sub>8</sub>	5.7 x 12.4
1/8 Page (Showcase)	3 <sup>1</sup> / <sub>2</sub> x 2	8.9 x 5.1
Bleed Page*	8 <sup>3</sup> / <sub>4</sub> x 11 <sup>1</sup> / <sub>8</sub>	22.2 x 28.2
Trim Size	8 <sup>1</sup> / <sub>2</sub> x 10 <sup>7</sup> / <sub>8</sub>	21.6 x 27.6
2 Pg. Spread Bleed*	17 <sup>1</sup> / <sub>4</sub> x 11 <sup>1</sup> / <sub>8</sub>	43.8 x 28.2
2 Pg. Spread Trim	17 x 10 <sup>7</sup> / <sub>8</sub>	43.2 x 27.6

\*Keep live matter 5/8" (1.6 cm) from all trim

Please read the following carefully before submitting.

- **HI-RES PDF FILES PREFERRED** (min 300 dpi). All images must be in CMYK mode.
- **If you cannot submit a hi-res PDF, please send files created in the following applications only: QuarkXPress, Adobe Illustrator or Adobe Photoshop. Include all fonts, images/scans, logos and artwork used in the creation of the ad.**
- **High End File Formats: PICT, TIFF (not TIFF-IT), JPEG, EPS at 100% size of art. All images/scans must be in CMYK mode.**

**Proofs:** Proofs must be supplied at 100%. Color files must be accompanied by a color proof. When files are submitted electronically, a proof must still be delivered to our Great Neck office.

### General Regulations

**Agency Commission:** 15% on gross if paid within 30 days. Production charges billed net.

**Liability** for contents of advertisements printed, as well as any claims arising from advertisements, is assumed entirely by advertisers and advertising agencies. Position of advertisement is at discretion of publisher, except where a special position has been acknowledged by publisher in writing.

### Mailing Instructions

Send all materials to:  
Keller International Publishing LLC  
Attention: Jessica Whitebook, Production Director  
150 Great Neck Road; Great Neck, NY 11021  
Phone: (516) 829-9210, Ext. 140  
Fax: (516) 829-5414  
E-mail: [jwhitebook@kellerpubs.com](mailto:jwhitebook@kellerpubs.com)

## Advertorials

All Advertorials are produced by *GL&SCS* magazine in a pre-arranged format. Please send all copy and art work to Jill Stelmack; [jstelmack@kellerpubs.com](mailto:jstelmack@kellerpubs.com) at least one week prior to the material closing date for the specific issue. Please provide an e-mail or fax number in order for us to send back a proof for your final approval.

## Advertorial Material Required

- **SCM Resource Guide Profiles:** Company logo, 300-400-word company description, up to 15 supply chain management category listings, company address, phone, fax, e-mail & website address. The full-page 4/C corporate profile is produced by *GL&SCS* magazine in a pre-arranged format. Material for this ad is pulled from the SupplyChainBrain Supplier Directory on Nov. 3, 2006. Your Supplier Directory listing must be current by this date. *In order to update your Supplier Directory listing on SupplyChainBrain.com, you must login with your current user ID and password.*
- **Case Study and Domain Expertise Advertorials:** Headline, 500 words (full-page), 1,000 words (spread), company name, logo, address and contact information. The addition of product photographs will limit copy. Contact your representative for further details.

## Digital Edition Material Requirements

All ad specifications and dimensions are the same as the print edition. Ads are static. No animation is currently available. Hi-res (300 dpi) PDF files preferred with all images in CMYK mode. Send all digital materials to Jessica Whitebook at [jwhitebook@kellerpubs.com](mailto:jwhitebook@kellerpubs.com) and indicate that the ads are for the digital edition. If you cannot supply a digital ad, please contact Jessica (516-829-9210, ext. 140) for mailing instructions.