



# Supplied Full-page & Half-page Cover tip Specifications

Effective January 2006

## CAMPUS TECHNOLOGY

In order to insure your cover tip is accommodated correctly in our publications, please observe the following requirements. If you have any further questions, please contact your publication Production Coordinator.

These specifications are for tipped, full-page and half-page cover tips specifically prepared for a 1105 Media, Inc. publication. Cover tips meeting these specifications will trim flush with the magazine.

- A full-page cover tip must have the name of the publication at the top of the page (publication title artwork supplied by Production Coordinator upon request), and must allow for a 3 3/4" W x 1 5/8" H label in the lower left-hand corner, perpendicular to the spine.
- A Half-page cover tip will require the issue to be polybagged per USPS requirements, and label will go on the polybag.

<b>Magazine Trim Size:</b>	8" x 10 3/4"	<b>Jog Direction:</b>	Head
<b>Head Trim:</b>	1/8"	<b>Face Trim:</b>	1/8"
<b>Foot Trim:</b>	1/8"		
<b>Maximum Tip Size:</b>	8" W x 10 3/4" H		
<b>Minimum Tip Size:</b>	3 1/2" W x 5" H		

### ▶ Quantity

Standard circulation PLUS any bonus circulation PLUS 3%. (Confirm on specific issue.)

### ▶ Due Date

All cover tips must be received at our bindery at least two weeks prior to our mailing date. Contact your Production Coordinator for exact due dates.

### ▶ Pre-Approval

All anticipated cover tips MUST be approved in advance, in writing, by the 1105 Media, Inc.'s Production Department. Otherwise, slowdown or increased bind-in charges may apply. Supply two paper dummies produced to desired size and paper stock.

After initial approval, please provide a minimum of ten printed samples of the cover tips far in advance as possible to verify specifications before binding.

Send samples to:

Production Coordinator, *Campus Technology*  
1105 Media, Inc., 9121 Oakdale Avenue, Suite 101, Chatsworth, CA 91311

### ▶ Stock

Standard paper weight for a cover tip is 70# text basic min., to 7pt card stock max. Please confirm stock acceptability in advance.

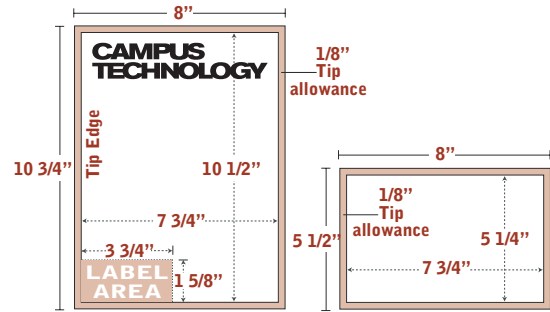
### ▶ Safety

Keep live copy at least 1/8" from the trim size of cover tip and magazine.

### ▶ Shipment Preparation

Cover tips must be packed and supplied without curls or tears and properly skidded with a minimum of cross-stacking. Please supply brick-stacked in 4-inch lifts. Bent corners and wrinkles should be avoided as they cause slowdown during binding. Any slowdown incurred due to poor packing is chargeable to the client. cover tips must be carton-packed with dividers between layers to avoid curling. Cartons should be crated on skids.

Cover tips for multiple issues must be broken down on separate pallets or cartoned with specific quantities and labeled. They must also be properly identified on the packing slip so they can easily be broken down to avoid additional handling charges.



1/8" tip allowance optional

### ▶ Packing Slip/Bill of Lading/Load Flags

Each carton and/or pallet must be labeled with the following data plus have a copy of the insert secured to the outside of the carton. All cartons must be labeled with label facing out.

- Insert/advertiser name
- Publication name & issue date
- Description of item
- Account manager's name
- Total number of full cartons in shipment (e.g. 1 of 6, 2 of 6, etc.)
- Total number of partial cartons in shipment
- Quantity in each carton
- Total quantity in shipment

This information must be separated by item for multi-item shipments. We will not be held liable for products or counts delivered to us without proper identification. Shipment of ten cartons or more must have a pallet load flag on all four sides.

### ▶ Palletizing Instructions

All pallets:

- Must be four-way entry
- Must have Tare Weight clearly marked on the pallet
- Must measure 40" x 48"
- Maximum pallet height is 48"
- A full pallet containing cartons, cases, etc. must measure no more than 40" x 48" x 48"

### ▶ Shipping Address

All inserts must be shipped prepaid to:

Cadmus Specialty Publications  
c/o Drew Collison  
Insert Storage Warehouse  
2901 Byrd Hill Road  
Richmond, VA 23228  
Tel: 804-261-3124

Deliveries are only received Monday through Friday, 8am-5pm. *Deliveries outside of regular business hours will be scheduled for the following day.* To preschedule deliveries outside of regular hours, call: 804-261-3033.

Note: The contact address and phone number are provided for shipping documents only. All questions must be directed to your publication Production Coordinator.

### ▶ Digital Edition Requirements

All inserts are included in the Digital Edition of *Campus Technology*. This requires submission of digital files in addition to pre-printed inserts. Please submit the original native and/or PDF files used for the creation of the printed insert. Pre-printed inserts still ship directly to our bindery, but the digital files should be directed to the *Campus Technology* Production Coordinator noted below. See our Digital Advertising Specifications for more details on file formats.

### ▶ Contact Information

Direct all questions, changes or correspondence to:

*Campus Technology*, Attn: Production Coordinator  
1105 Media, Inc.  
9121 Oakdale Avenue, Suite 101  
Chatsworth, CA 91311  
Tel: 818-734-1520 x112  
Fax: 818-734-1528  
Email: [campustechadproduction@1105media.com](mailto:campustechadproduction@1105media.com)

## ▶ FTP File and Upload Information

Name your files with the magazine name, issue date and project name. All uploads should be followed by either a confirmation phone call or email message to your Production Coordinator to verify the file has been sent.

**It is important that the uploaded file is placed in the designated directory for expedient access.**

**Host:** <ftp://ads.1105media.com/>

**User ID:** 1105user

**Password:** 1105pass

**Directory:** /1105external/production/(publication folder)

## ▶ Pre-press

Ads requiring work to be done (sizing, typos, etc.) by the publisher will incur an additional charge. Advertising files are stored by the Publisher for one year, then deleted.

## ▶ Proofs

Provide two digital color proofs at 100% size, created from the supplied digital file, on a contract-quality, digital halftone proofing system in accordance with SWOP web coated standards (AGFA Pressmatch, Kodak Approval, DuPont Waterproof, etc.).

Laser or inkjet proofs are not considered accurate in color and are supplied for content confirmation only. If supplied, the Publisher is not responsible for color variances between the digital file and final color reproduction.

**IMPORTANT NOTE: If proofs are not supplied, the Publisher reserves the right to have them made at the Advertiser's expense, and make-goods due to reproduction quality will not be honored.**

## ▶ Digital Advertising Resources

**1105 Media, Inc. publication's Media Kits and Ad Specifications**

<http://www.101com.com/services/DigitalAdRes.aspx>

**Digital Distribution of Advertising for Publications (DDAP)**

<http://www.ddap.org>

**Specifications Web Offset Publications (SWOP)**

<http://www.swop.org>

<http://www.swop.org/certification.html>

**Adobe Acrobat**

<http://www.adobe.com/products/acrobat/main.html>