

## TEA & COFFEE TRADE JOURNAL MECHANICAL SPECIFICATIONS

The International Voice of the Tea and Coffee Industries

### MECHANICAL SPECIFICATIONS

- Final Art should be a press quality PDF (at least 300dpi with fonts & images embedded and in CMYK color format; with ink density of no more than 280) All new applications mentioned below have the capability to save as PDF.
- Live Area: Keep all live matter (text, critical image content) 1/4 inch (6mm) from the final trim. For two-page spreads, allow 3/8 (10mm) safety on both sides of gutter for any copy or critical art that flows across the gutter.
- Bleeds: Extend image area an additional 1/8 inch (3mm) past trim.
- Macintosh applications accepted: QuarkXPress, Adobe Photoshop, Adobe

Illustrator, and InDesign. All fonts (printer and screen) and supporting art files must be supplied. If fonts are not supplied Lockwood is not responsible for type errors. If type is incorporated as pixels into a PhotoShop file (tiff, eps, jpeg, etc.), 600 DPI is recommended for type to reproduce clearly.

- A reproduction quality proof must be supplied with all digital files. A Laser proof is for content only.
- If no proof is supplied, Lockwood is not responsible for errors.**
- Submit files on CD-ROM disks.
  - If files are submitted via e-mail or FTP, a laser must be provided for content.
  - Files may be compressed with Stuffit or Zipped.



### Submit to both:

G.Guia@lockwoodpublications.com or  
C.Alston@lockwoodpublications.com

### Shipping address:

Lockwood Publications  
C/O: Ad Traffic/Production  
26 Broadway, Floor 9M  
New York, New York 100024  
Tel: +1 212-391-2060  
Fax: +1 212 827-0945

### DISPLAY AD DIMENSIONS FOR TEA & COFFEE TRADE JOURNAL AND UKERS' TEA & COFFEE GLOBAL DIRECTORY & BUYERS GUIDE

Trim Size:	8 1/4 x 10 13/16	210 x 275
Unit	Inches (Width x Height)	Millimeters (Width x Height)
2P Spread (Full bleed)	16 3/4 X 11 1/16	426 X 281
2p Spread (Non-bleed)	16 1/2 X 10 13/16	419 X 275
Full Page (Full bleed)	8 1/2 X 11 1/16	216 X 281
Full Page (Non-bleed)	8 1/4 X 10 13/16	210 X 275

**Safety is 0.25" (7mm) Inside of the trim**

2/3 Page	4 1/2 X 10	115 X 254
Island 1/2	4 1/2 X 7 1/2	115 X 190
1/2 Vertical	3 1/2 X 10	89 X 254
1/2 Horizontal	7 X 4 7/8	178 X 124
1/3 Island	4 1/2 X 4 7/8	115 X 124
1/3 Vertical	2 1/4 X 10	57 X 254
1/3 Horizontal	7 X 3 1/4	178 X 83
1/4 Vertical	3 3/8 X 4 7/8	86 X 124
1/4 Horizontal	7 X 2 3/8	178 X 60
1/6 Vertical	2 1/4 X 4 7/8	57 X 124
1/6 Horizontal	4 3/8 X 2 1/2	112 X 64
1/8 Vertical	3 3/8 X 2 2/3	86 X 68
1/8 Horizontal	7 X 1 3/8	178 X 35

### GENERAL RATE POLICY

- Additional charges may be incurred if advertisements are not received according to the magazines' specified mechanical requirements.
- Creative ad design services are available at a cost of \$250 per hour.
- Short Rates: If the number of units published is less than contracted, short rates apply.

### ADVERTISING RATES

#### FOUR-COLOR

Unit	1 Time	6 Times	13 Times
Full Page	\$4,790	\$4,070	\$3,500
2/3 Page	\$4,550	\$3,870	\$3,320
Island 1/2	\$4,310	\$3,660	\$3,150
1/2 Page	\$4,070	\$3,460	\$2,970
1/3 Page	\$3,590	\$3,050	\$2,620
1/4 Page	\$3,110	\$2,650	\$2,270
1/6 Page	\$2,630	\$2,240	\$1,920
1/8 Page	\$2,160	\$1,830	\$1,570
1/12 Page	\$1,680	\$1,430	\$1,220

#### CLASSIFIED ADS

Unit	1 Time	6 Times	13 Times
Per Inch	\$165	\$145	\$125

- Rate is per column inch, in 3 column make-up
- Box number replies: \$10 extra per insertion

#### BLACK & WHITE

Unit	1 Time	6 Times	13 Times
Full Page	\$3,350	\$2,850	\$2,450
2/3 Page	\$3,180	\$2,710	\$2,320
Island 1/2	\$3,020	\$2,560	\$2,200
1/2 Page	\$2,850	\$2,420	\$2,080
1/3 Page	\$2,510	\$2,140	\$1,830
1/4 Page	\$2,180	\$1,850	\$1,590
1/6 Page	\$1,840	\$1,570	\$1,350
1/8 Page	\$1,510	\$1,280	\$1,100
1/12 Page	\$1,170	\$1,000	\$860

#### SPECIAL POSITIONS PLUS EARNED PAGE RATE:

Cover 2	\$1,010	Cover 3	\$780
Opposite C2	\$780	Cover 4	\$1,220

- Classified type average 20 words per inch

Please contact us at:

Tel: +1-212-391-2060 • Fax: +1-212-827-0945  
advertising@teaandcoffee.net

[WWW.TEAANDCOFFEE.NET](http://WWW.TEAANDCOFFEE.NET)