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**WWW.LOCKWOODPUBLICATIONS.COM**

## MECHANICAL SPECIFICATIONS

Specifications for *Tobacco International*, *SMOKE*, *Smokeshop*, and the *Buyers' Guide*

### PRINTING SPECIFICATION

- Live Area: Keep all live matter (text, critical image content)  $\frac{1}{4}$  inch (6mm) from the final trim. For two-page spreads, allow  $\frac{3}{8}$  (10mm) safety on both sides of gutter for any copy or critical art that flows across the gutter.
- Bleeds: Extend image area an additional  $\frac{1}{8}$  inch (3mm) past trim.
- Proofs : Contract color proof must be supplied for all four-color ads.

If no proof is supplied, Lockwood is not responsible for errors.

- Printing: SWOP standards apply.
- Inking: Head to foot, foot to head.
- Rotation of colors: CMYK.
- Line screen: 133 recommended, 150 maximum.
- Ink density: Four color ads - Tone density 280% maximum. Black & White, two color ads - Tone density 180% maximum, second color not to exceed 20%.

### SUBMITTING MATERIALS

Magazines are printed computer-to-plate (CTP) and require ad materials to be submitted digitally.

- 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.
- 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. Images (photos) used in advertisements must be CMYK with a resolution of at least 300DPI, ink density 280% maximum. Custom colors must be converted to CMYK. Type should be set either in Illustrator or Quark. If type is incorporated as pixels into a PhotoShop file (tiff, eps, jpeg, etc.), 600 DPI is recommended for type to reproduce clearly.
- Crop marks for full page ads should be at the trim size of magazine. Bleed ads extend beyond trim by  $\frac{1}{8}$  inch (3mm).
- 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.
- PDF files are accepted, as long as all fonts and 300DPI images are embedded. Ink density is 280% maximum.

### INSERTS

Inserts jog to the foot. Contact the production department for specs.

### 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.
- Prices for client-requested ad corrections will vary.
- Pantone® (PMS)/Metallic Colors: \$700 extra per color.
- Agency commission: 15%
- Short rates: If the number of units published is less than contracted then short rates apply.
- Combination rates: All rates earned by number of inserts in one year; minimum rate holder is  $\frac{1}{4}$  page.

### NEW YORK SHIPPING ADDRESS:

**Lockwood Publications**  
 c/o: Ad Production Coordinator  
 26 Broadway, Floor 9M New York, NY 10004, USA  
 Tel: (1)(212) 391-2060 • Fax: (1)(212) 827-0945

### DISPLAY AD DIMENSIONS

Unit	Inches (Width x Height)	Millimeters (WxH)
<b>2-pg Spread (Full bleed)</b>	16 $\frac{3}{4}$ x 11 $\frac{1}{16}$	426 x 281
<b>2-pg Spread (Non-bleed)</b>	16 $\frac{1}{2}$ x 10 $\frac{13}{16}$	419 x 275
<b>Full Page (Full bleed)</b>	8 $\frac{1}{2}$ x 11 $\frac{1}{16}$	216 x 281
<b>Full Page (Non-bleed)</b>	8 $\frac{1}{4}$ x 10 $\frac{13}{16}$	210 x 275
<b>Trim Size: 8 1/4 x 10 13/16 210 x 275</b>		
<b>Safety is 0.25" ( 7mm ) Inside of the trim</b>		
<b>2/3 Page</b>	4 $\frac{1}{2}$ x 10	115 x 254
<b>Island 1/2</b>	4 $\frac{1}{2}$ x 7 $\frac{1}{2}$	115 x 190
<b>1/2 Vertical</b>	3 $\frac{1}{2}$ x 10	89 x 254
<b>1/2 Horizontal</b>	7 x 4 $\frac{7}{8}$	178 x 124
<b>1/3 Island</b>	4 $\frac{1}{2}$ x 4 $\frac{7}{8}$	115 x 124
<b>1/3 Vertical</b>	2 $\frac{1}{4}$ x 10	57 x 254
<b>1/3 Horizontal</b>	7 x 3 $\frac{1}{4}$	178 x 83
<b>1/4 Vertical</b>	3 $\frac{3}{8}$ x 4 $\frac{7}{8}$	86 x 124
<b>1/4 Horizontal</b>	7 x 2 $\frac{3}{8}$	178 x 60
<b>1/6 Vertical</b>	2 $\frac{1}{4}$ x 4 $\frac{7}{8}$	57 x 124
<b>1/6 Horizontal</b>	4 $\frac{3}{8}$ x 2 $\frac{1}{2}$	112 x 64
<b>1/8 Vertical</b>	3 $\frac{3}{8}$ x 2 $\frac{2}{3}$	86 x 68
<b>1/8 Horizontal</b>	7 x 1 $\frac{3}{8}$	178 x 35