

Defense Technology International Ad Size

Specifications for Web Offset Publications: S.W.O.P for the New Millennium - Ninth Edition 2001. Publication Trim Size: 7 3/4" x 10 1/2"; 197mm x 267mm

Important: Vital advertising matter must be kept 1/2" (13mm) from the publication trim edge in saddle-stitched issues and 1/2" (13mm) from gutter in perfect-bound issues.

Standard Unit Size in Inches/mm: Space can be used only in the following forms. Advertisements exceeding size in any dimension are considered oversized.

Specifications for Non-Bleed

Space Unit	Vertical Width X Depth	Horizontal Width X Depth
1 pg.	7" x 9 3/4" 178mm x 248mm	—
2/3 pg.	4 9/16" x 9 3/4" 116mm x 248mm	—
1/2 pg.*	4 9/16" x 7 1/4" 116mm x 184mm	7" x 4 3/4" 178mm x 121mm
1/3 pg.	2 3/16" x 9 3/4" 55mm x 248mm	4 9/16" x 4 3/4" 116mm x 121mm
1/4 pg.**	3 3/8" x 4 3/4" 86mm x 121mm	—
1/6 pg.	2 3/16" x 4 3/4" 55mm x 121mm	4 9/16" x 2 1/4" 116mm x 57mm
1/9 pg.	2 1/8" x 3" 54mm x 76mm	—

*Two-column one-half page accepted on condition advertising can be placed on top, bottom or side of it.

Specifications for Bleed	Width X Depth
Single-page bleed	8" x 10 3/4" 203mm x 273mm
Spread bleed	15 3/4" x 10 3/4" 400mm x 273mm
2/3-page bleed	5 1/16" x 10 3/4" 128mm x 273mm
Gutter-bleed spread (each page)	7 3/8" x 9 3/4" 187mm x 248mm

Width of Column: 2 3/16"; 55mm

Depth of Column: 9 3/4"; 248mm

Number of Columns to Page: 3

Total Agate Lines to Page: 420

Screen: 120-line screen for B&W; 133-line screen for four-color.

Surprinting: Use a screen of not more than 30% density for the background where type is surprinted.

Density of Tone: Sum percentage of tone values in two-color wet printing must not exceed 160%. Single screen should not have screened value less than 5% or greater than 90%. A required value over 90% should be made solid. Sum percentage of tone values in four-color printing must not exceed 300%.

Defense Technology International Materials

Computer-to-Plate Printing

File Formats

Preferred File Format – SWOP Recommended: High Resolution PDF, TIFF/IT-P1. Other Accepted File Formats: PostScript. Do not submit Application Files and Native Files (Quark, Illustrator, Pagemaker, Photoshop, etc.) which by themselves are not predictable. Contract color proof must be furnished.

Digital Specs

- File to contain only 1 page or 1 spread
- Line screen: 133 lines per inch (54 lines per centimeter)
- Screen angles used unless otherwise requested on disk label: C-15%, M-45%, Y-90%, K-75%
- All required trapping should be done prior to creating the file
- Color traps = .08mm/0.144 pt and black overprint set when necessary
- Include quality control patch (color bars) within maximum dimension of ad file
- All marks (trim, bleed, center) should be included in all colors
- Maximum dimensions including all additional identifiers (ie. Crop marks, sign-off slugs, color bars, agency/engraver logos) are as follows:
 - Single Page: 17"H x 11"W (432mmx280mm)
 - Spread: 12.5"Hx18"W (318mmx457mm)

Publication Trim Size:

7 3/4" X 10 1/2" (197mm X 267mm)

Mailing/Shipping Instructions – General

All space contracts, insertion orders, advertising proofs, copy, and correspondence pertaining to advertising, printing and reproduction material should be sent to:

Attention: Advertising Production Department

DTI

Two Penn Plaza- 25th Floor New York, NY 10121-2298

Tel: 212-914-3489

Fax: 212-914-2930

e-mail: laura_hoffman@aviationweek.com

For furnished inserts, contact Production Department.

Production Contact:

Laura Hoffman – Production Director

Two Penn Plaza- 25th Floor New York, NY 10121-2298

Tel: 212-904-3489

Fax: 212-904-2930

e-mail: laura_hoffman@aviationweek.com