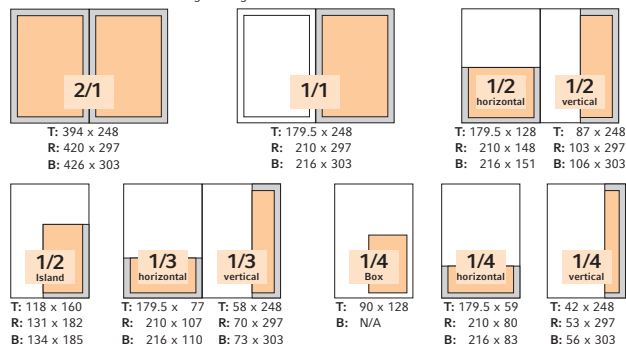


Ad Formats

All formats in mm: width x height. Magazine trim size: 210 x 297 mm



T: Type Area R: Trim Size B: Bleed Size

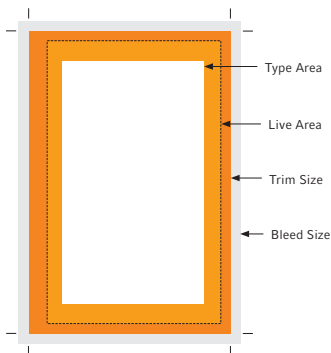
Ad Format Details

Type Area: This is the space in which article text and graphics are placed. Use this ad format when your ad should be integrated into the page (the page headers and footers remain intact).

Live Area: All critical elements of your bleed ad should be within this space. Any text or important graphical elements outside this space are at risk of being cut during the trim process. Normally, the level of error in the trim process is very low, but there is no guarantee that elements outside the live area will not be cut.

Trim Size: This is final size of the magazine page, or in the case of smaller ads, the final size of the ad at the end of the production process.

Bleed Size: Ads that have color or graphical backgrounds that should go to the edge of the page (bleed ads) should have additional bleed background to this size. This ensures that the background covers the entire page even if the magazine is not trimmed perfectly.



Ad File Specifications

Please follow these specifications to ensure that your ad is printed as you intended. Linux Magazine is web offset printed.

File format: Please only send closed (non-editable) files as high-resolution PDFs, compatible to Acrobat 4 (i.e. PDF 1.3). The files should comply with the PDF/X standard.

Naming convention: Make sure that your artwork is easily identifiable by giving the file a useful name that includes the advertiser's company or product name.

Color: The artwork must use the CMYK color space to avoid unintended color shifts. Please also convert custom and spot colors to CMYK.

Resolution: 300 dpi minimum

Bleed: For bleed graphics (background or objects that reach to the edge of the page), please add 3mm of bleed on all trimmed sides.

Live area: Allow 5mm within the trim size for all critical text or graphical elements. Allow 15mm to the gutter on the left side (right hand page ads). Cover 2 or left hand page ads have the gutter on the right.

Crop marks: Include crop marks outside the bleed size to indicate how your ad should be positioned and cropped.

Lines: Please note that the line width for fine lines (hairlines) should be at least 0.25 pt.

Color application: Do not exceed 280% total color/ink application.

IMPORTANT: Artwork PDFs should not contain any RGB, LAB, or ICC color spaces, transfer functions or screen settings. Also note that all fonts must be embedded.

Delivering Your Artwork

Proofs:

We do not require color proofs, but printed colors are not guaranteed without a color proof on file with us by the ad materials deadline.

Email:

Please send your PDF (20MB max.) to the following email address:
materials@linux-magazine.com

Please use a relevant subject for the email like "ABC company ad copy for Linux Magazine February".

FTP (File Transfer Protocol):

You can also send us your data by FTP using the following login.

Location: <ftp://ftp.linuxnewmedia.de>

Username: advertiser

Password: linux

Data media:

ISO-formatted CD-ROM or DVD-ROM

Delivery address for color proofs and artwork:

Linux New Media AG

attn: Production

Süskindstr. 4

81929 Munich

Germany

Your contact for further information:

Penny Wilby

Phone: +44 (0)1787 211100

Email: pwwilby@linux-magazine.com