

PRINT SPECS

File requirements

Our production department is Mac-based and uses computer-to-plate technology. We prefer press-ready PDF-X1a files (file must include bleed, trim marks and exact trim size: 9" x 10 7/8").

IMAGES: Photographic images must meet the following guidelines: 300dpi resolution, CMYK or Gray scale (convert all RGB images to CMYK). Pantone (PMS) colors will be converted to CMYK and we will not be held responsible for color shifts due to conversion. We also accept native files created with Adobe InDesign, Photoshop, or Illustrator.

TRAPPING: All items in the document must be trapped to fit. We DO NOT provide trapping, and will not be responsible for undesirable results due to improper trapping.

PROOFS: A color proof of your ad is recommended. Publisher cannot guarantee reproduction of ads without a SWOP industry standard proof. Proofs should be output at 100%. Digital proofs and laser prints are not considered accurate in color and will be treated as "content verification only" proofs. A digital proof must accompany all ad files uploaded to our File Transfer site. A SWOP standard proof should also be sent in the mail. A list of SWOP-certified proofing systems can be found at www.swop.org.

MATERIAL STORAGE: Printing material will be stored for 12 months and then destroyed unless advised otherwise.

Press Information

PRINTING: Web Offset

BINDING: Perfect (Glued)

COLOR: Black and White, 2-Color and 4-Color Screen:
200 lpi (stochastic)

4-COLOR DENSITY: Maximum 300%.
Provided only one color is solid.

INKING: Use Specifications for Web Offset on 60 lb.
Machine Coated.

ROTATION OF COLORS:

Black, cyan, magenta, yellow,—Web

PRODUCTION CHARGES:

All rates are based on client-supplied final artwork. Production services are available through the publisher at an additional charge. Ad materials will be stored for two years and then discarded.

Agency Commission

A 15% commission applies to recognized agencies with satisfactory credit rating if paid within 30 days of billing date.

Terms

30 days net to companies with satisfactory credit rating. Otherwise, balance due is payable in advance of publication.

A service charge of 1.5% per month (18% per year) is charged on all balances not paid within 30 days of invoice date. When contracted advertising frequencies are not completed, the advertiser/agency will be re-billed at the rate earned for all advertising during the contract year.

Publisher's Protective Clause

The publisher reserves the right to alter or reject any copy which it feels is not in keeping with the publication's standards. Advertisers and/or advertising agencies assume complete liability for all content (including text, representation and illustrations) of advertisements printed and also assume responsibility for any/all claims arising therefrom made against the publisher and agree to hold it harmless.

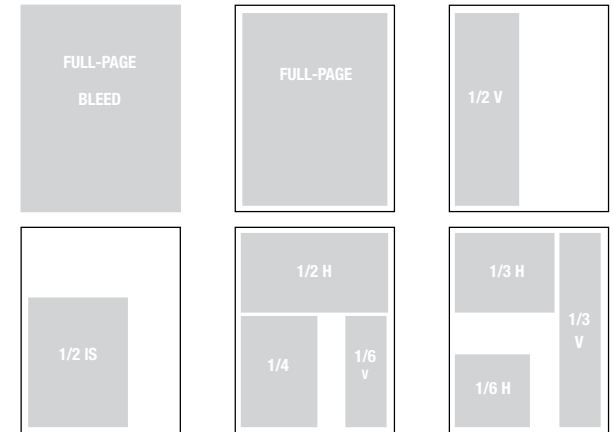
File Transmission

- 1 Go to <http://transfer.interiorsandsources.com>
- 2 The user-name is I&S and the password is Transfer (case sensitive)
- 3 Click on the blue arrow located at the top of the screen and follow the prompts to upload the file(s).
- 4 E-mail candy.holub@interiorsandsources.com, once the transfer is complete. Please include the name of your files.

MECHANICAL REQUIREMENTS

| AD SIZE | WITHOUT BLEED | WITH BLEED |
|-----------------------|------------------|-------------------|
| FULL PAGE | 8 1/2" X 10" | 9 1/2" X 11 3/8" |
| 1/2 PAGE (ISLAND) | 5 1/2" X 7 5/8" | N/A |
| 1/2 PAGE (HORIZ) | 8 1/4" X 4 7/8" | 9 1/2" X 5 3/8" |
| 1/2 PAGE (VERT) | 4 3/16" X 10" | 4 5/8" X 11 3/8" |
| 1/3 PAGE (HORIZ) | 5 3/8" X 4 7/8" | N/A |
| 1/3 PAGE (VERT) | 2 3/4" X 10" | 3 1/4" X 11 3/8" |
| 1/4 PAGE | 4" X 4 7/8" | N/A |
| 1/6 PAGE (HORIZ) | 4" X 3 3/8" | N/A |
| 1/6 PAGE (VERT) | 2 1/2" X 4 7/8" | N/A |
| DESIGN LIBRARY (VERT) | 1 7/8" X 4 1/2" | N/A |
| 2 PAGE SPREAD* | 17 1/2" X 9 7/8" | 18 1/2" X 11 1/8" |

10.875"), WITH .25" BLEED ON ALL OUTSIDE EDGES. NO GUTTER BLEED



SEND ADVERTISING MATERIALS TO:

BUILDINGS

615 FIFTH STREET SE, CEDAR RAPIDS, IA 52406
ATTN: CANDY HOLUB | 319.861.5025

E-media Advertising Specifications

E-newsletter Specifications

- Leaderboard: 728 x 90 pixels
- Text Sponsorship: 75- words including headline (5-8 words) and linking text. Image size: 130 x 130 pixels. Image as static JPEG or GIF format only, Max file size: 30k, 72 dpi

Online display Specifications

- Leaderboard: 728 x 90 pixels, 40k, 3 loop limit, 15 sec. duration, 24 fps
- Super Leaderboard: 970 x 90 pixels, 40k, 3 loop limit, 15 sec. duration, 24 fps
- Half Page: 300 x 600 pixels, 40k, 3 loop limit, 15 sec. duration, 24 fps
- Medium Rectangle: 300 x 250 pixels, 40k, 3 loop limit, 15 sec. duration, 24 fps
- Catfish: 955 x 75 pixels, 40k, 3 loop limit, 15 sec. duration, 24 fps
- Billboard: 970 x 250 collapsed to 970 x 31, 40k, 3 loop limit, 15 sec. duration, 24 fps
- Wallpaper: 1660 x 1000 background (for decorative purposes only) plus 728 x 90 leaderboard, png, jpeg, jpg or gif.
- 72 dpi JPEG, static or animated GIFs
- File format: HTML 5, file size limit 75-100kb after compressing. .zip file must include all referenced code and assets. External JavaScript libraries and web fonts are allowed to be loaded from CDN and count against the max file size limit. Polite loading of assets is allowed. Must include click tag.
- Need click-thru/tracking URL in separate document
- We accept third-party tags, such as Mediaplex, Mediamind and Pointroll

Product database category sponsor

- Leaderboard: 728 x 90 pixels, 40k, 72 dpi, 3 loop limit; plus click-thru URL
- Medium Rectangle: 300 x 250 pixels, 40k, 3 loop limit; plus click-thru URL

Product database SUB category sponsor

- Product description (up to 150 words)
- Stock product photo or application shot
- Click-thru URL

Video Specifications

Preferred format:

- Quick Time (MOV)
- Windows Media (WMV)

Additional requirements:

- Company logo and 75 word video description
- Other usable formats:
 - MPEG-1, MPEG-2, MPEG-4/H.264 3GPP, AVI DV (digital file only)

Unacceptable formats:

- Real media (.RM) formatted DVD, formatted CD-ROM, Any tape base format
- We do not accept pre-formatted/authored DVDs or CD-ROMs. However, this does not exclude digital files on those media, as long as they are burned as "data" DVDs or CD-ROMs.

LEAD Generation Specifications

- PDF file of document for download
- 500-character description + title
- Company logo: 130 pixels wide
- E-mail address for lead delivery

Sponsored Content specifications

- Headline (with searchable keywords)
- Summary/abstract (optional) up to 50 words
- Body copy (up to 750 words)
- Up to six images (300 x 250 pixels, <40k each at 72dpi, RGB). Photo captions are optional.
- Company logo, plus click-thru URL
- Tag-words for the post
- Keywords associated with the post
- Meta-description associated with the post
- Author's name, title and company

Sponsored Links Specifications

- 150 character text write-up
- Company or targeted URL audience extension (google ad network) specifications

Image Sizes:

- Leaderboard: 728 x 90
- Medium Rectangle: 300 x 250
- Half Page: 300 x 600
- Non Animated Image ad formats: JPEG, JPG, PNG, GIF File Size: 150 KB or smaller
- Animated ad formats: .GIF File Size: 150KB or smaller Animation length: Must be 30 seconds or shorter Animation looping: The animations must stop after 30 seconds Animated GIF ads must be 5 fps or slower
- HTML 5 format: file size limit 150KB or smaller after compressing. .zip file must include all referenced code and assets. External JavaScript libraries and web fonts are allowed to be loaded from CDN and count against the max file size limit. Polite loading of assets is allowed. HTML ad must include click tag.
- Destination URL required. Redirect URLs not accepted unless it contains part of the destination URL.

Webinar/Online course specifications

- Company logo
- Click-thru company URL
- Lead delivery email address

PARTNER SOLUTIONS e-blast specifications

- Your company logo (eps format)
- Hero product image, 580 pixels wide x max of 315 pixels high, 30k, 72 dpi
- Body copy in Word doc., 150 words max.
- Product photos, 3 images, 280 x 280 pixels, 30k each, 72 dpi
- Click-thru URL
- Subject line
- Email test list (up to 3 contacts) for test launches and proofing

Custom E-Blast specifications

- Complete HTML file (see requirements below)
- Opt-out message and link on HTML
- Physical address on HTML
- Current opt-out List to be purged with our list
- From name
- Subject line
- Email test list (up to 3 contacts) for test launches and proofing
- Contact to receive final test launch and to give final approval specific HTML requirements:
- HTML file should contain a title (<title>... </title>)
- HTML should be created as tables and nested tables, no background images
- Max. width of the table should be 700 pixels
- All images are to be hosted on the BUILDINGS server – and linked to using complete URLs
- All images must include "alt tags"
- Image maps should not be used, as these will not be supported in all clients
- In-line styles should be applied where required, Font tags (<font...>...) should not be used
- A physical address must be included on the HTML if being sent from client
- An opt-out clause and a functional opt-out link must be displayed on HTML if being sent from client

Digital Edition Advertising Specifications

Leaderboard ad

Image size: 728 x 90 pixels
 Image type: JPG, GIF or animated GIF
 Link to advertiser
 Max file size: 500k
 URL link to advertiser
 Supports JavaScript ad tag (must work in iFrame)

Left of Cover

Full page built to magazine specs
 File type: High resolution PDF
 URL link to advertiser

Embedded Video

File Type: h264 (preferred), or mpeg4, mov, flv, wmv, avi
 100 MB maximum
 Max length: Up to 4:00 minutes

Blow in

Use rich media to create action and drive customers to your Web site.

Image size: maximum width 500 pixels. Max height 300.
 File Type: JPG, GIF or animated GIF
 Max file size: 500k
 URL link to advertiser

Slide Show

Use product imagery to demonstrate your company's product offerings and increase Web site traffic.

Image size: no smaller than Portrait: 576 wide x 768 high pixels/ Landscape: 768 wide x 576 high pixels
 Image type: JPG, GIF, PNG, TIF, BMP
 Minimum of 2 images, suggested maximum of 50 images
 Images should be RGB (not CMYK)

Caption text (if separate from image) appears in translucent field at bottom of module. If separate, please provide captions in list with corresponding image names.
 Suggested maximum of 450 characters per caption including spaces.

Bellyband

Use a horizontal image that extends across your ad.

TWO-Page spread ad

Image size: maximum width 800 pixels. Max height 175.
 single Page ad
 Image size: maximum width 500 pixels. Max height 175.

File Type: JPG, GIF or animated GIF

Max file size: 500k
 URL link to advertiser
 digital alert Leaderboard ad
 Place your leaderboard ad at the top of our digital alert email.
 Image size: 728 x 90 pixels static
 File Type: JPG, GIF or PNG
 URL link to advertiser

Mobile app ads

Image sizes:
 Small: 320 x 50 pixels static
 Medium: 728 x 90 pixels static
 Large: 960 x 90 pixels static
 File Type: PNG
 Click-through URL for each banner
 No transparent backgrounds allowed



