

PRODUCTION CONTACT INFORMATION

Ad Management Services

Los Angeles, CA USA
 Phone: +1 310 445 4217
 Fax: +1 310 445 4209
 Email: ams@cancom.com

Ad Materials

Send to:
 Canon Communications LLC
 Attention: MD&DI-AMS
 11444 W. Olympic Blvd.
 Los Angeles, CA 90064-1549
 USA

Insertion Orders

Send to:
 Canon Communications LLC
 Attention: MD&DI Sales
 11444 W. Olympic Blvd.
 Los Angeles, CA 90064-1549
 Fax: +1 310 445 3799

For more information visit www.cancom.com • www.canonmediakit.com • www.canonespecs.com

DIGITAL AD SPECIFICATIONS

We require digital files. Acceptable formats are: PDF, EPS, TIFF or a Postscript file. Files should be 300 dpi, CMYK, Grayscale, or Two-Color with fonts and images embedded. Any placed images should be at 100%, 300 dpi, and CMYK or Grayscale. Please do not submit native application files such as Quark, Illustrator, etc. Illustrator EPS files are acceptable if fonts are outlined and all images are embedded at 300 dpi.

Acceptable Media: 650 or 700 MB CD or Zip 100. Please include a SWOP approved Iris, Kodak etc. proof of your ad from the file submitted. Clearly label your disk with advertiser name, issue number, ad headline, contact name and contact telephone number.

FTP Server available: Canon Communications has an FTP server available for your use when uploading advertising materials to *Medical Device & Diagnostic Industry*. For directions on accessing the FTP server, including IP address and current passwords, as well as usage tips, visit canonespecs.com. Compress your files by using Stuffit or Winzip to shrink large files and to protect from corruption. Color proofs should be mailed within a day of the FTP upload.

Email available: Files can be emailed to ams@cancom.com if they are 5 mbs or smaller. Email should state publication name, issue number, advertiser name, contact name and contact telephone number, or fill out a Digital Ad Checklist found at canonespecs.com. Compress your files by using Stuffit or Winzip to shrink large files and to protect from corruption. Color proofs should be mailed within a day of the email transmission.

Screen Requirements:

2 – color 120 line, 133 maximum
 4 – color 133 line, 150 maximum.

Density:

2 – color 185% maximum
 4 – color process 300% maximum

Bleeds: Allow 1/8" on all sides. Keep live matter 3/8" from trim, head, foot and binding edge. Keep crop marks outside of live area.

Trim Size: 8-1/8" x 10-7/8"
 (206mm x 276mm)

Binding: Perfect bound

Preflight: All digital ads undergo a preflight inspection process. If an error is detected, the advertiser, or the agency, will be notified immediately. A corrected digital ad file must be resubmitted and accompanied by a new proof, checklist, and written instructions to replace and purge the previously submitted file.

Ad Space Units

2 Page Spread

Bleed:
 16 1/2" x 11 1/8"
 419mm x 283mm

2 Page Spread:
Gutter Bleed Only:
 15" x 10"
 381mm x 254mm

2/3 Page Horizontal

Non-Bleed:
 7 1/8" x 7 1/2"
 182mm x 190mm

1/2 Page Horizontal Spread

Bleed: 16 1/2" x 5 5/8"
 419mm x 168mm
 (live area not to exceed 15 1/2" x 4 3/8" 394mm x 116mm centered)

Non-Bleed:
 15" x 4 7/8"
 381mm x 124mm

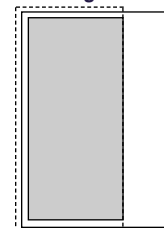
Full Page



Bleed
 8 3/8" x 11 1/8"
 213mm x 283mm
 (live area not to exceed non-bleed size centered)

Non-Bleed
 7 7/8" x 10"
 182mm x 254mm

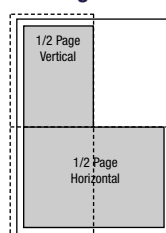
2/3 Page Vertical



Bleed
 5 3/8" x 11 1/8"
 137mm x 283mm
 (live area not to exceed non-bleed size centered)

Non-Bleed
 4 1/2" x 10"
 115mm x 254mm

1/2 Page

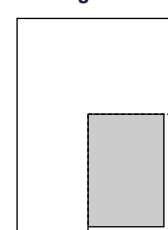


Bleed Vertical
 4 1/4" x 11 1/8"
 108mm x 283mm
 (live area not to exceed 3 1/2" x 10 1/4" 83mm x 257mm centered)

Non-Bleed Vertical
 3 5/8" x 10"
 85mm x 254mm

Horizontal
 6 7/8" x 4 7/8"
 175mm x 123mm

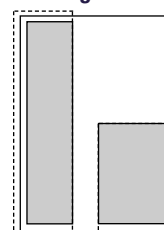
1/2 Page Island



Bleed
 5 3/8" x 8 1/4"
 137mm x 210mm
 (live area not to exceed 4 3/8" x 7 1/4" 111mm x 184mm centered)

Non-Bleed
 4 1/2" x 7 1/2"
 115mm x 190mm

1/3 Page

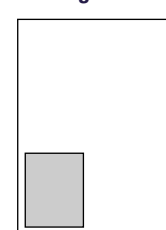


Bleed Vertical
 3 1/6" x 11 1/8"
 78mm x 283mm
 (live area not to exceed 2 1/8" x 10 1/4" 52mm x 257mm centered)

Non-Bleed Vertical
 2 3/8" x 10"
 56mm x 254mm

1/3 Square
 4 1/2" x 4 7/8"
 115mm x 123mm

1/4 Page



1/4 Page
 3 3/8" x 4 3/8"
 86mm x 123mm

Mart
 2 1/8" x 4 3/8"
 54mm x 118mm

*The Guide to Outsourcing issues has specifications for a standard publication (7 7/8" x 10 3/4")