

GUIDELINES FOR SUBMITTING ADS IN Canadian Industrial Machinery®



HOW TO SUBMIT ARTWORK

FTP SUBMISSION:

We have created an FTP site for all FMAC Publications Ads. Please follow these guidelines:

FTP Access from a Mac:

Using the ftp software of your choice log on to:

Host: ftp.fmanet.org
User Name: ads
Password: fma

FTP Access from a PC:

Using Internet Explorer, log on to

ftp.fmanet.org
User Name: ads
Password: fma

Once you have logged on, please place your file in a folder labeled with your company name, publication, and month your ad will run. Please follow up with an email to your sales representative to ensure that your order will be processed as quickly as possible.

If you experience trouble using Internet Explorer 7...

1. Update your IE 7 browser settings — this only has to be done once.

Click on Tools, then Internet Options in your browser. In the Internet Options box click on the Advanced tab, and under the Browsing category click 'Enable FTP folder view'.

2. Go to ftp://ftp.fmafabtech.com

3. When the message "Internet Explorer cannot display the webpage" appears —

Go to the Page menu at the top of your browser and select 'Open FTP site in Windows Explorer'. This has to be done every time you visit the site.

4. Once you have done this, it will open up the FTP site and prompt you again for the user and password.

Another alternative is to simply open our FTP site in Windows Explorer and not use IE at all.

E-MAILING ARTWORK:

If your pdf file is not over 10mb, you may send it via e-mail to bryang@thefabricator.com.

SENDING ART ON CD:

We can accept files on CD or DVD. Please send files with hard proofs to:

FMA, Intl.
Attn: "your sales representative"
833 Featherstone Rd.
Rockford, IL 61107

STANDARDS FOR ARTWORK & ACCEPTABLE FILE TYPES

STANDARDS FOR ARTWORK

- If submitting Hi Res PDF files, please create PDFx:1a 2001 compliant file. (please do not send "secured" pdfs.)
- If submitting native files, please provide layout files, plus all supporting art, photos, and fonts.
- Please provide a hard copy proof to insure accurate reproduction.

ACCEPTABLE FILE TYPES

- Ad layouts must use CMYK color space for all imported images.
- Please import photos as TIFF files with no LZW compression.
- Use EPS file format for all vector-based artwork. Please convert all text to outlines for imported vector art.

FILES TYPES TO AVOID

We CANNOT use the following file types:

- Microsoft Office software such as Publisher, Word (.doc) or PowerPoint (.ppt) files
- CorelDraw, Freehand or Pagemaker files

Ad Dimensions



Two Page Spread

Trim: 15-1/2" x 10-1/4"
Full Bleed: 15-3/4" x 10-1/2"
Print Area: 14-3/4" x 9-1/2"



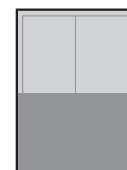
Standard

Trim: 7-3/4" x 10-1/4"
Full Bleed: 8" x 10-1/2"
Print Area: 7" x 9-1/2"



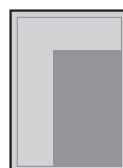
Half Page Vertical

Trim: 3-3/4" x 10-1/4"
Full Bleed: 4" x 10-1/2"
Print Area: 3-3/8" x 9-1/2"



Half Page Horizontal

Trim: 7-3/4" x 5"
Full Bleed: 8" x 5-1/4"
Print Area: 7" x 4-5/8"



Island Unit

Trim: 5-1/2" x 7-1/2"
Full Bleed: 5-3/4" x 7-3/4"
Print Area: 5-1/8" x 7-1/8"



Quarter Page

Trim: 3-3/4" x 5"
Full Bleed: 4" x 5-1/4"
Print Area: 7" x 9-1/2"

NEED HELP? CONTACT US

If you would like to contact us for help in submitting an ad, please call Bryan Garrett at 815-227-8233 or email him at bryang@thefabricator.com.