



PRODUCTION SPECIFICATIONS

PRINT ADVERTISING

Production Requirements:

All advertising material is required in electronic format. Media/Files accepted are CD, DVD or compress (.sea, .sit, .zip) and send to our **FTP Site:** ftp.PMDCentral.com

User: pmdftp **Password:** ads

Please e-mail Anne@PMDCentral.com to notify after upload. Please include a production contact name and phone number should *PMD* experience any production problems.

We accept native InDesign files:

- **Trim Size:** 8-1/4" x 10-7/8"
- **Live Area:** 1/4" from trim edge and gutter
- Include all linked images and fonts
- Build all fractional ads to trim
- **Bleed:** 1/8" on all sides for full-page and 2-page spreads.
- **Binding:** Perfect
- **Deadline:** Ad materials should arrive no later than April 15th

Color: Due to production constraints, publisher advises that second color equivalent may be created from process and may not be an exact PMS match.

Logo Specifications:

- Bezier/Vector artwork, i.e. Illustrator: .eps convert fonts to outlines
- Line art: 1200 dpi@print size .tif
- Photoshop rasterized files: 300 dpi@print size .tif

Following these guidelines will ensure your Logo reproduces well with smooth edges, on press.



ENLARGEMENT SHOWING SMOOTH EDGES

Image Specifications:

Image Type	Specs	Format
Photographic images:	300dpi @ print size	.tif
Line art:	1200dpi @ print size	.tif
Bezier/Vector art work, i.e. Illustrator	convert fonts to outlines	.eps level 1

Ad Specifications:

Print Ad Trim Size	Width	Height
2 Page Spread*	16 1/2"	10 7/8"
Full Page*	8 1/4"	10 7/8"
2/3 Page (vertical)	4 7/8"	9 5/8"
1/2 Page (vertical)	3 5/8"	9 5/8"
1/2 Page (horizontal)	7 1/2"	4 7/8"
1/3 Page (vertical)	2 1/4"	9 5/8"
1/3 Page (horizontal)	7 1/2"	3 1/4"
1/3 Page (square)	4 7/8"	4 7/8"
1/4 Page (vertical)	3 5/8"	4 7/8"
1/4 Page (horizontal)	7 1/2"	2 1/4"
1/6 Page (vertical)	2 1/4"	4 7/8"
1/6 Page (horizontal)	4 7/8"	2 1/4"
Logo	3 1/2"	1"
Jumbo Banner	7 1/2"	1"
Banner	7 1/2"	1/2"

* Add 1/8" bleed on all sides.

Production Contact:

Send advertising files to:

Pharmaceutical Marketers Directory

Anne Gideon

Production Manager

551 S.E. 8th Street, Suite 503

Delray Beach, Florida 33483

Tel: 561-665-6033 **Fax:** 561-665-6010

E-mail: Anne@PMDCentral.com



Online Advertising Specifications

- All creatives sent via tags have no file size limit.
- Third Party Tags are only supported for banner ads trafficked through the Atlas Ad Manager. JavaScript Tags only.
- Prior to submission, creatives should be tested for stability across all browser platforms.
- 30-second maximum for any animation.
- Ads in MM&M e-mail newsletters cannot use rich media.
- Creative with a white background must have a minimum 1-pixel border to differentiate ad from editorial content.
- Up to 100K in polite download is allowed. Polite download is the portion of the ad that loads once content loads.
- Up to 2 additional loads of up to 50K each may be initiated after a user moves their cursor over or clicks on the ad.
- All creative is subject to approval by both the website and the Ad Production group.

Web Specifications:

Ad Size	Width in pixels	Height in pixels
Web Logo	450	140
Leader Board	728	90
IMU	336	280
Button	368	280

Flash Version 6 Submission Guidelines

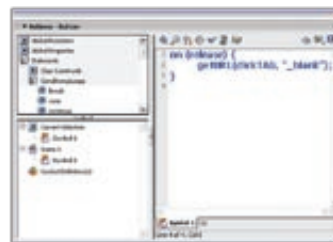
- Flash creatives should be submitted in the .swf format.
- All Flash creatives must be submitted with a backup GIF/JPG creative.
- A close button must be included and added to root level or level zero.
- A clicktag should be added to the button.
- Clicktags should not have URLs coded in them because Dart cannot count clicks if the .swf file has the URL.
- The clickTAG is case-sensitive in Flash version 6 and above and must be "clickTAG". In other versions of Flash, it is not case-sensitive, but it is recommended to be "clickTAG".

Rich Media Guidelines

- Default creative (in GIF/JPEG format) must be submitted with all rich media files.
- Any interactivity, including expandable banners and streaming audio/video, should be user-initiated, defined as a click and not a mouseover or rollover, and clearly labeled with "Play" and "Stop" controls, unless otherwise approved by the website. Embedded video must be hosted and served by the advertiser.
- Flash Ads - Please follow click-through coding instructions for the appropriate adserver:
- The Flash frame rate must be less than 18 frames per second; twelve frames per second is preferred.
- There is a three loop maximum for Flash ads.

Clicktag Coding Instructions

1. Select getURL in the button from where you want the URL navigation to trigger.
2. Type clickTAG in the URL field.
 - clickTAG must look exactly as shown in diagram.
 - Note: clickTAG is case sensitive.



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