

www.assemblymag.com

ASSEMBLY

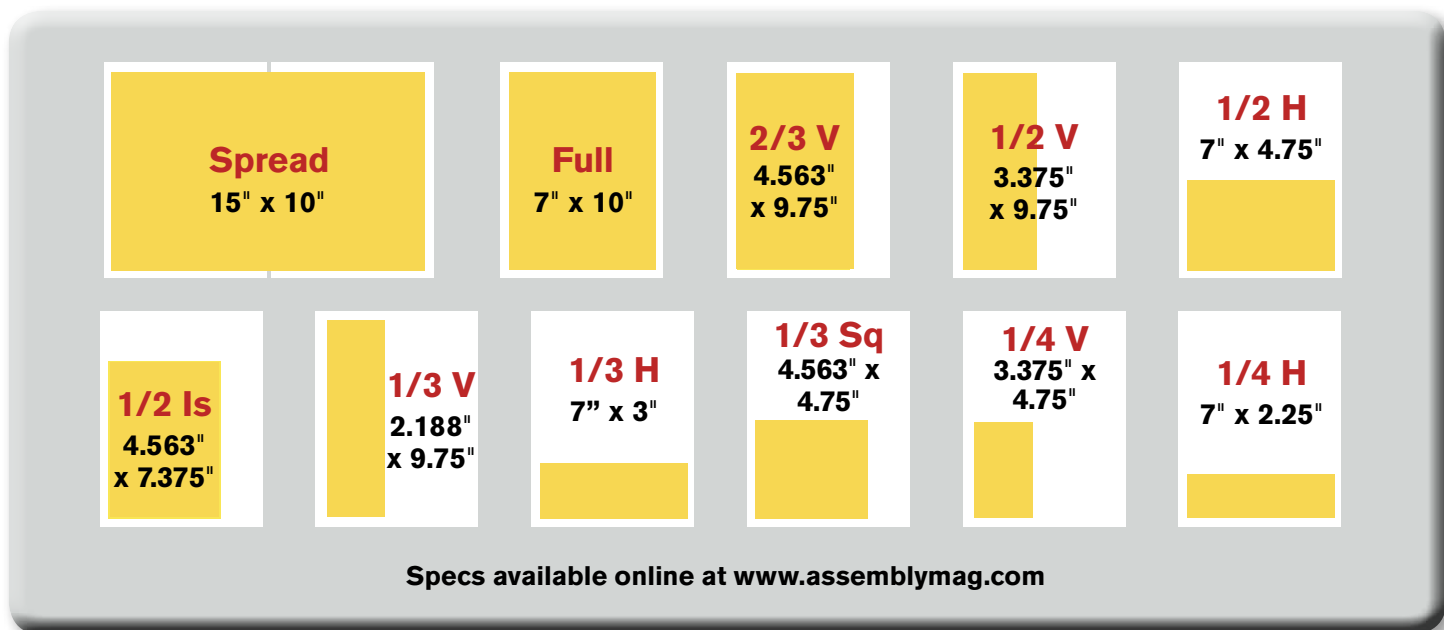
Serving the Multibillion Dollar Assembly Market

2015 SPECIFICATIONS



Print • Digital

PRINT SPECIFICATIONS



PRINTING SPECIFICATIONS

Binding: Saddle Stitch.

Printing: Heat-set web-fed offset.

Proofs: Complete match print proof and set of progressive proofs with color bars are required.

Color Rotation: Magenta, yellow, cyan and black progression.

Composition: Costs incurred in producing necessary offset material will be billed separately.

Single page bleed: 8.125" x 10.75"

Spread, full bleed: 16 1/4" x 10-3/4"

Note: Live matter must be kept at least 1/4" away from trim edge on bleed pages.

Bleed extends 1/8 inch beyond final trim. Spreads should be set up as two separate pages – each with the same dimensions, live areas and bleeds.

DIGITAL AD REQUIREMENTS

ASSEMBLY, including special sections, is a computer-to-plate workflow. Only digital files will be accepted.

Platforms: Macintosh preferred. (IBM-compatible accepted, fonts will be replaced by Mac versions.)

Preferred File Formats: Adobe InDesign CS, Adobe Photoshop and Adobe Illustrator files accepted. PDFs are accepted, but must contain high resolution images and be font embedded.

Photos: 300 dpi saved as TIF or EPS. Color images must be CMYK. Do not compress graphics using JPG or LZW.

Colors: All colors used should be CMYK, unless a spot color has been purchased.

Electronic Submission: Files sent via e-mail should be 3 MB or less. Larger files should be posted to the FTP site. All artwork (photographs, logos, clipart, etc.) and all fonts (both printer and screen fonts, Postscript Type 1 fonts recommended) must be included. A screened contract quality proof created from the final electronic file must be submitted with each color ad. Kodak Approval proofs preferred. Iris or other SWOP Standard proofs accepted. Color cannot be guaranteed unless an acceptable proof is provided. Please supply B&W laser printout for B&W ads.

Ad Size: Crop marks for full-page ads should be at trim size (7-7/8" X 10-1/2"). Bleed ads should extend beyond trim crop marks by 1/8" on each side (8-1/8" X 10-3/4"). Vital matter must be kept at least 1/4" away from trim edges. Fractional ads should match sizes published in media kit.

Proofs: Proofs for advertiser-supplied display ads will not be sent unless requested.

PRINT SPECIFICATIONS

CASE HISTORY BONUS

February, May, August & November issues

- Headlines should be less than 50 characters.
- Text is to be no more than 250 words
- Company contact information - be sure to include website and email addresses.
- Provide a graphic element, either an image and/or a logo – .eps, .tif, or .jpg file. Resolution must be no less than 300 dpi.
- Note: For 1/2 page and larger advertisers.

SPECIAL SECTIONS

Wire Processing: January, April, July, October

How To Guide: March

China: February, May, August, November

- ASSEMBLY handles all translation of ad into Mandarin for distribution in Asia

The ASSEMBLY Show Tour Guide: September

PRODUCT REVIEWS

February, May, August, November

AUTOMATE PRODUCT REVIEW

February

INTEGRATED SHOWCASE

March, June, September, December

- ASSEMBLY to create: please supply your logo, high resolution product photo, 50 word product description, headline –5-8 words, and company contact information. For eBlast issues, please supply website and specific URL to link the ad.

COMPANY PROFILE IN BUYERS GUIDE

- 1/2 page layout
- One color photo, 300 dpi saved as TIF or EPS. Color images must be CMYK. Do not compress graphics using JPG or LZW
- 250 words of content
- Full contact information
- Logo, 300 dpi saved as TIF or EPS. Color images must be CMYK. Do not compress graphics using JPG or LZW

Note: For advertisers in the June issue and the Buyers Guide.

APP FOCUS

April & July

- Up to 50 words of text to describe your app. Please include the cost of the app or if it's free to download, information on when the app was released/last updated, and information on how to download.
- Company contact information
- High resolution graphic (300 dpi) jpeg file of the app
- Mobile Tag or QR Code
- Apple App Store Link
- Google Play Link

LOOKING FORWARD

December issue

- 1/2 page layout
- Color photo, 300 dpi saved as TIF or EPS. Color images must be CMYK. Do not compress graphics using JPG or LZW
- 250 words of content, discuss what's important in the coming New Year to their business, industry, product line, etc.
- Full contact information.

Note: For advertisers in the December issue.

GET TO KNOW US

April & September issues

- 1/6 page layout
- Head Shot of the person featured, ASSEMBLY will create a sketch look to the photo
- 50 words of content about the person being featured
- Full contact information
- Logo, 300 dpi saved as TIF or EPS. Color images must be CMYK. Do not compress graphics using JPG or LZW

Note: For May and/or October issue advertisers.

MEDICAL DEVICE ASSEMBLY

April & October issues

AUTOMOTIVE AUTOMATION

January, May, July, November issues

- 1/6 page layout
- Color photo, 300 dpi saved as TIF or EPS. Color images must be CMYK. Do not compress graphics using JPG or LZW
- 50 words of content
- Full contact information

THE ASSEMBLY SHOW TIMES

October

Special tabloid size ad options:

- 1/3 Page: 5.875 x 6.875 (1/4 vert. and 1/3 sq. ads from monthly magazine will float in)
- 1/2 page H: 9.875 x 7
- Island: 7.875 x 10.5 (same as full-page ad in monthly magazine)
- Full Page Non Bleed: 10.375 x 14.5
- Full Page with Bleed: 11.125 x 15.25 (Full Page Trim: 10.875 x 15)

Submit all I/Os and materials to:

Lisa Webb, *Production Manager*
email: webbl@bnpmedia.com
(586) 677-9805

FTP: <http://upload.bnpmedia.com>

Select ASSEMBLY from the drop down menu
(no user name or password required)

ELECTRONIC SPECIFICATIONS - eNEWSLETTERS

eNEWSLETTERS

The following information must be provided when placing an eNewsletter ad:

- START date of ad campaign
- END THRU date of ad campaign
- Specific location(s) within the page
- Creative for the ad (the file to be used, or related artwork and requirements if we are to create it-see SPECIFICATIONS below)
- Web address that the ad should link to (target URL)

General photo specifications for images submitted:

- Resolution: 72 dpi
- Formats: jpg or gif
- File size: 20k (20,000 bytes) or less
- No Flash ads
- Colors: 256 colors or less
- Image width varies - see below.

LEADERBOARD (choose from 2 options)

1.) 728 x 90 px Ad:

- Submit material 728 wide x 90 high in pixels in 72 dpi, jpg or gif.
- File size no larger than 20k
- No flash ads

2.) Text with Image:

- One image 150 pixels or less in width.
- Headline not to exceed 40 characters.
- Text - not to exceed 75 words, including company contact information.
- Website URL

PREMIER CONTENT

- One image 150 pixels or less in width.
- Headline not to exceed 40 characters.
- Text - not to exceed 75 words, including company contact information.
- Website URL

eCONTENT

- One image 150 pixels or less in width.
- Headline not to exceed 40 characters.
- Text - not to exceed 75 words, including company contact information.
- Website URL

VIDEO AD

- 2-3 minute video.
- 75-word description.
- Company or product website address.
- A still image of your video will be linked to your video, which will also be posted on our website.



ELECTRONIC SPECIFICATIONS - WEB ADS



1. Leaderboard - 728 x 90 pixels

1a. Tile Ad, Logo Only - 120 x 60 pixels

2. Medium Rectangle - 300 x 250 pixels

3. Rectangle - 180 x 150 pixels

4. Wide Skyscraper - 160 x 600 pixels (not shown)

5. Rich Media

- a. Expandable Leaderboard
- b. Floating Ad
- c. Page Peel Ad
- d. Slider

6. Showroom/Company Profiles

7. Supplied Videos

8. Photo Gallery

9. Podcast

10. Medical Device Assembly, Automotive Automation, Product Reviews, Integrated Showcases and Classified

WEB ADS

The following information must be provided when placing a web ad:

- START date of ad campaign
- END/ THRU date of ad campaign
- Name of the BNP Media publication website the ad is to run on [with specific page(s) & location(s) within the page if applicable]
- Creative for the ad (the file to be used, or related artwork and requirements if we are to create it—see SPECIFICATIONS below)
- Web address that the ad should link to (target URL)

Positions: Above ad sizes are available Run of Site (ROS) or in Rotation.

File Size: 40k (40,000 bytes) or less initial download – JPG's, GIF's, and SWF's

Animation: Within ad units: 30 seconds maximum without being re-initiated by the user.

Colors: 256 colors or less

Resolution: 72 dpi

Format: JPG, GIF (static or animated) and SWF*(Adobe Flash, must include .FLA file)

*Ads in current Flash formats are not iPhone/iPad friendly. We will include a browser detection tag so that if visitors come from one of these devices we can either serve up a standard gif style ad or can serve up a custom HTML 5 animated version. Additional charge would apply for HTML 5 design.

Technical Guidelines:

- 3rd Party Ad tags are accepted, please see list of approved 3rd Party tag platforms. Tags originating from any platform not on this list will need approval from Internet Manager, and clicks tracking can not be guaranteed.
- No ad can prompt the download of a plug-in, and must be coded to search for any required plug-ins and display an alternate ad to those who don't have it.

SWF-Flash Specifications:

- Must be published for Flash 8 plugin or lower.
- Must have a clicktag encoded: on (release)


```
{
                getURL(clickTAG,"_blank");
            }
```
- A default gif or jpg must be submitted for visitors without Flash or JavaScript.
- Client must submit both .swf and .fla files, as well as any non-standard fonts used (Windows TrueType or Type 1 format).
- Any sound must be user-initiated by mouse-over or click interaction with an area of the ad clearly labeled with 'sound on' or with appropriate icons such as G clef or speaker. Once turned on, there must be a way to clearly turn off the sound ('sound off' or an appropriate icon).

ELECTRONIC SPECIFICATIONS

RICH MEDIA SPECIFICATION

Ad Sizes:

- Expandable Leaderboard - 728 x 90 (728 x 250 maximum size)*
- Floating Ad – Variable sizes (800 x 600 maximum size).*
- Expandable Skyscraper – 160 x 600 pixels (320 x 600 maximum size)*
- Page Peel Ad – 150 x 150 pixels (600 x 600 total animation stage)*
- Countdown Clock - Variable sizes.*

*Rich Media in current Flash formats are not iPhone/iPad friendly. We will include a browser detection tag so that if visitors come from one of these devices we can either serve up a standard gif style ad or can serve up a custom HTML 5 animated version. Additional charge would apply for HTML 5 design.

File Size:

For Expandable ads (leaderboard/skyscraper): 120k TOTAL [40k initial file size, 80k additional file size (Polite Download)]

For Floating ads (floating/page peel): 240k TOTAL [80k initial file size, 160k additional file size (Polite Download)]

Animation: Within ad units: 30 seconds maximum without being re-initiated by the user. Floating Ads: 10 seconds maximum.

Colors: 256 colors or less

Resolution: 72 dpi

Format: SWF*(Adobe Flash, must include .FLA file)

Technical Guidelines:

- Expandable Leaderboard, Skyscraper and Page Peel ads will expand and then close on rollover/off.
- 3rd Party Ad tags are accepted, please see list of approved 3rd Party tag platforms. Tags originating from any platform not on this list will need approval from Internet Manager, and clicks tracking can not be guaranteed.
- No ad can prompt the download of a plug-in, and must be coded to search for any required plug-ins and display an alternate ad to those who don't have it.

SWF-Flash Specifications:

- Must be published for Flash 8 plug-in or lower.
- Must have a clicktag encoded:
on (release)
{
 getURL(clickTAG,"_blank");
}
- A default gif or jpg must be submitted for visitors without Flash or JavaScript
- Client must submit both .swf and .fla files, as well as any non-standard fonts used (Windows TrueType or Type 1 format). Must include a prominent close button available for the entire duration of the animation for any ad which overlays content.
- Any sound must be user-initiated by mouse-over or click interaction with an area of the ad clearly labeled with 'sound on' or with appropriate icons such as G clef or speaker. Once turned on, there must be a way to clearly turn off the sound ('sound off' or an appropriate icon).

VIDEO SPECIFICATIONS

Video Sizes: 320 x 240 pixels, 275 x 250 pixels (Homepage video)

File Size: 20MB

Running Time: Less than 5 minutes (for longer Videos please contact your sales person)

Format: Windows Streaming Media (WMV), Quicktime, (SWF), Flash Streaming (FLV)

Video must be submitted as a digital file, fully edited and in the finished version.

PODCAST SPECIFICATIONS

Format: mp3

File Size: 2MB

Running Time: Less than 2 minutes (for longer podcasts please contact your sales person)

WHITE PAPERS

The following information must be provided for White Papers:

- 200-word summary about a product, service or an aspect of the advertiser's business.
- Website, logo, and contact information.
- Logos are to be 72 dpi, 15k or less, 200 pixels wide and in GIF or JPG formats.
- Final file should be supplied in PDF or Word format.

PRODUCT SPOTLIGHT

The following information must be supplied when placing a Product Spotlight:

- 150-200 word product description
- Product image
- Company logo and contact information
- Specific URL
- Photos are to be 72 dpi, 15k or less, and in GIF or JPG formats.

SHOWROOMS/COMPANY PROFILES

ASSEMBLY will create from the following materials:

- Up to 3 photos, 72 dpi, 15k or less, and in GIF or JPG formats.
- 150 words of content
- Full contact information
- Up to three different web links
- Logo, 72 dpi, 15k or less, and in GIF or JPG formats.

WEBINARS

Please speak to your sales representative for more information.

DIGITAL EDITION SPONSORSHIP



SPONSORSHIP AREA SPECS

Sponsorship page - The sponsorship box on the standard intro page to the left of the cover is a full page magazine advertisement.

SPONSORSHIP LOGO

logo is placed on the toolbar. Must be a 100 x 35 jpg file.

RICH MEDIA OPPORTUNITIES

Flash Animation:

- **Format** - Please supply animation as Flash 6 files. Any ActionScript in Flash files must be written in version 2.0. You must supply both the .SWF and .FLA files.
- **White Space** - Make sure there is no white space around the edge of the flash animation. Use a transparent background to define the correct area of the animation.
- **Frame Rate** - Set the flash file to a frame of 30 fps.
- **Links** - There should be no links in the animation we are given. We will create the links for you.
- **Action Scripts** - For animation that shouldn't loop, please "action script" as such. Any action script used in the animations cannot use the root reference. It must instead use parent references.
- **Interactive Animations** - Any user-interactive elements (e.g., buttons) must use the following two functions to disable and then re-enable the container SWF's control over interactions:
 1. `_root.overButton();` (to deactivate the container SWF's control over viewer events)
 2. `_root.outButton();` (to reactivate the container SWF's control over viewer events)

- **File Compression** - Images should be set to lossless compression instead of photo compression.

- **File Size** - There is no file size limit on animations, but for loading purposes, the files should be as small as possible.

- **File Dimensions** - The size of vector-based animations will be variable based on the uploaded PDF. They will retain the same pixel width as the original. Zoom factor 1 = 960 pixels wide. Zoom factor 2 = 1100 pixels wide. Zoom factor 3 = 1225 pixels wide. Nonstandard pages can have smaller widths within the publication. To get the dimensions of a specific page, go into the Replace Page dialog in the setup app for that particular page. That is how you can find out what size the SWF needs to be.

DIGITAL EDITION LOGO LINK

July digital edition issue

Participating companies will be listed with the following:

- Company name.
- Website address will be linked.
- Logo, 72 dpi, 15k or less, and in GIF or JPG formats.

CONTACT INFORMATION

CLOSING DATES

Insertion Orders:

5th of the month preceding publication for all issues.

Materials: 10th of the month preceding publication.

Send all I/Os and materials to:

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webbl@bnpmedia.com

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