

Publisher & Editor in Chief: Andrea Rivetta • Tel: +39-02-7030-0310 • FAX: +39-02-7030-0211 • email: broadcast@broadcast.it

#	ISSUE	SHOW DISTRIBUTION	SPECIAL FEATURE	SHOW REPORT	BUYERS GUIDE	EDITORIAL DEADLINE	AD CLOSE	AD DUE
1	Feb/Mar	Show-Way, Bergamo, Feb 28-Mar 2	COMPUTER GRAPHICS	Show-Way Preview CES Report	EVERYTHING FOR THE CONTROL ROOM Radio: Consoles, Mixers & Routers Tv: Production (Vision Mixers) & Routing Switchers	21-Dec	22-Jan	29-Jan
2	Apr/May	NAB, Las Vegas, Apr 10-15	XXI WINTER OLYMPICS 2010	Show-Way Report	EVERYTHING FOR DIGITAL MANAGEMENT Radio: Automation & Digital Archiving Tv: Automation & Digital Newsroom	21-Jan	26-Feb	5-Mar
<i>Special Preview Issue</i>	RadioTV Forum 2010, Rome, May 25-26		RADIOTV FORUM 2010 PREVIEW: Companies & Events			12-Mar	19-Mar	1-Apr
3	Jun/Jul		SATELLITE	NAB Report RadioTv Forum Report 1st	EVERYTHING FOR FIELD PRODUCTION Radio: Codecs, STL and On Field Equipment Tv: ENG/EFP Cameras & Accessories	3-May	4-Jun	11-Jun
<i>Special Sourcelist</i>			BEST OF BROADCAST&PRODUCTION MADE IN ITALY Special Sourcelist of Italian Suppliers printed in English and distributed worldwide			11-Jun	11-Jun	25-Jun
4	Aug/Sep	IBC, Amsterdam, Sept 10-14	SPECIAL FEATURE ITALIAN SUPPLIERS DIRECTORY 2010/2011	RadioTv Forum Report 2nd IBC Preview	EVERYTHING FOR STUDIO PRODUCTION Radio: Microphones, Monitors & Amplifiers Tv: Studio Cameras, Accessories & Graphics	7-Jun	2-Jul	9-Jul
5	Oct/Nov		INFOMOBILITY	IBC Report 1st	EVERYTHING FOR TEST & MEASUREMENT Radio: Test & Control Equipment Tv: Test, Mobile & Satellite Equipment	6-Sep	1-Oct	8-Oct
6	Dec/Jan		CABLE&CONNECTORS	IBC Report 2nd	EVERYTHING FOR TRANSMISSION Radio TV: Transmitters & Antennas	25-Oct	26-Nov	3-Dec

ADVERTISING MATERIAL SPECIFICATIONS

Digital File Specifications:

Broadcast and Production is printed using CTP (Computer-to-Plate) process. We request that all ad copy be supplied as digital files. The following specifications are to be followed.

The preferred format: Provide a 100% Ready-To-Print Adobe Acrobat 5 PDF

NO RGB or SPOT - CMYK color and grayscale only, 300 dpi images, **flatten all transparency**, embed all fonts, page centered in PDF with 3/16" bleed, crop marks at trim size.

Formats we accept:

- QuarkXpress 6.0
- Adobe Photoshop CS3
- Adobe Illustrator CS3
- PDF - Acrobat v. 4 & 5 only (i.e. v. 1.3 or 1.4) (We cannot accept v.6, v.7 as they are not compatible with Quark XPress 6)
- TIFF
- JPEG
- EPS

All applications must be used in accordance with the manual instructions for 4-color printing. A JPEG version, labeled as **low resolution proof for internal review** is highly recommended.

NewBay Media's production department works in a Macintosh OSX, Quark 6 environment for now. If another file format is used, other than one of the above programs indicated, a fee may be charged for additional work time. A file may also be refused if it is not compatible.

Pre-Flight: FLIGHTCHECK® is the recommended program for pre-flighting your files before making the final PDF.

When native files sent, files should be collected with all supporting art in CMYK and all fonts used within the file. Failure to supply all components or supplying incompatible files could result in delays and production fees.

Note: Advertisements that have excessive use of dark colors may print with heavy dot gain, resulting in a darker outcome than represented on the original color proof. Ink density limit is 300%. Color reproduction cannot be guaranteed if ink density exceeds 275%.

Very Important: All transparent artwork needs to be flattened by the advertiser in the native program or during the PDF creation process.

Digital media we accept: CD ROM

Electronic transfer - All files must be compressed (Zip, Stuffit) before sending.

We accept files via:

- **Email:** Send files to the sales support person listed below. 7MB Limit.
- **FTP:** Use our easy web interface.

Web Browser:

<http://www.ourftpsite.com>

Login Info:

Use the **Guests** magazine-title drop-downs on the right, choose **Ads Italy**.
Password: **guest**
After new screen opens click: **Add**

After you have highlighted your advertisement's zip file in the finder window, click: **Upload**

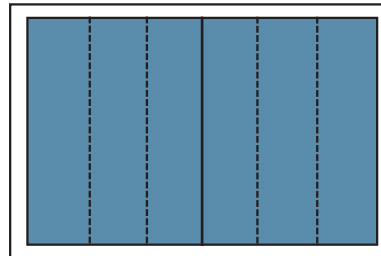
Fetch or other FTP application:

Hostname: **64.90.181.19**
Username: **Ads Italy**
Connect using: **FTP**
Password: **guest**

If you have any additional questions, please contact Dagmar Hänle, tel +39 02-7030-0310 e-mail: dhaenle@broadcast.it

STANDARD AD SIZES AND DIMENSIONS

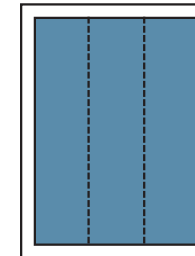
(Note: Non-standard ad sizes can be accommodated on request. Contact your sales representative for details.)



STANDARD PAGE SPREAD

Bleed: 426 x 303mm
Trim: 420 x 297mm
Live Area: 384 x 271mm

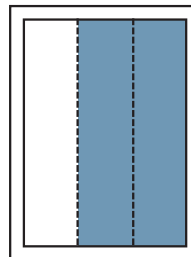
Bleed: (16-3/8" x 11-15/16")
Trim: (16-1/2" x 11-11/16")
Live Area: (15-1/2" x 10-11/16")



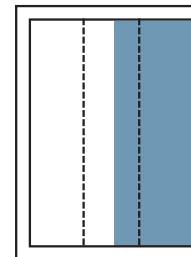
STANDARD PAGE

Bleed: 216 x 303mm
Trim: 210 x 297mm
Live Area: 179 x 271mm

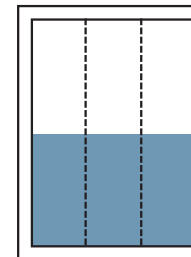
Bleed: (8-1/2" x 11-15/16")
Trim: (8-1/4" x 11-11/16")
Live Area: (7-1/4" x 10-11/16")



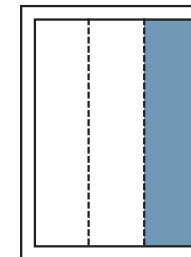
2/3 PAGE VERT.
118mm x 271mm
(4-5/8" x 10-11/16")



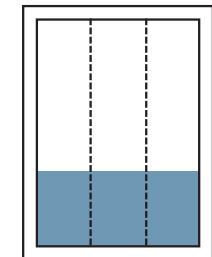
1/2 PAGE VERT.
87mm x 271mm
(3-7/16" x 10-11/16")



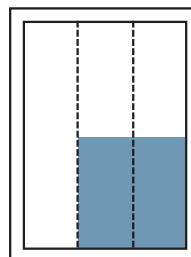
1/2 PAGE HORIZ.
179mm x 135mm
(7-1/16" x 5-5/16")



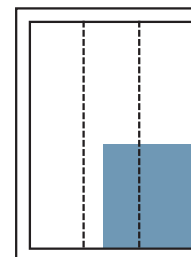
1/3 PAGE VERT.
56mm x 271mm
(2-1/4" x 10-11/16")



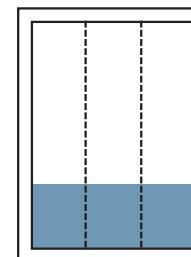
1/3 PAGE HORIZ.
179mm x 90mm
(7-1/16" x 3-9/16")



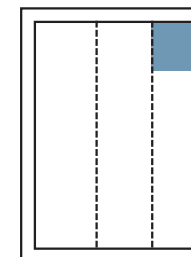
1/3 PAGE SQUARE
118mm x 118mm
(4-5/8" x 4-5/8")



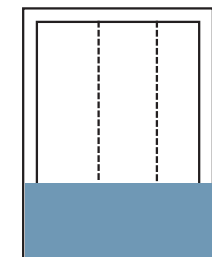
1/4 PAGE VERT.
87mm x 135mm
(3-7/16" x 5-5/16")



1/4 PAGE HORIZ.
179mm x 67mm
(7-1/16" x 2-5/8")



FRONT PAGE VIOLATOR
45mm x 45mm
(1-3/4" x 1-3/4")



FRONT PAGE B.STRIP
210mm x 56mm
(8-1/4" x 2-1/4")

PRODUCT SHOWCASE
76mm x 102mm
(3" x 4")

DOUBLE PRODUCT SHOWCASE
156mm x 102mm
(6-1/8" x 4")

Please Send Ad Material to:

NewBay Media Italy Srl
att. Dagmar Hänle
San Felice, Strada Anulare, Torre 3
20090 Segrate-MI

Tel.: +39-02-7030-0310
Fax: +39-02-7030-0211
dhaenle@broadcast.it