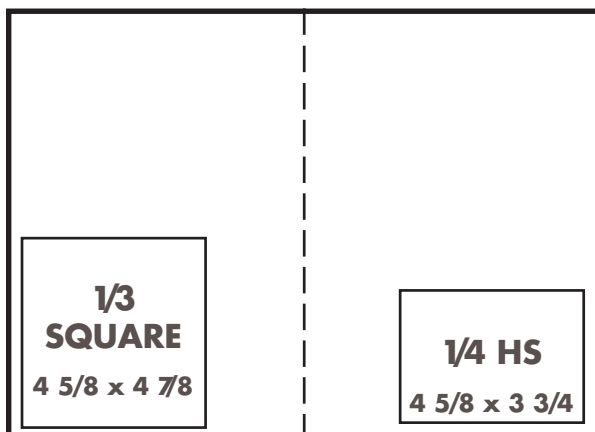
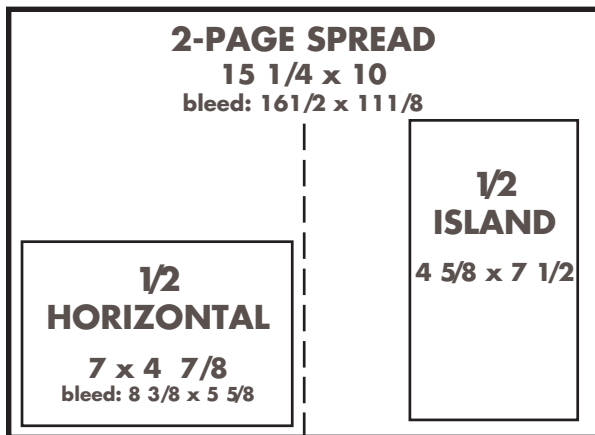
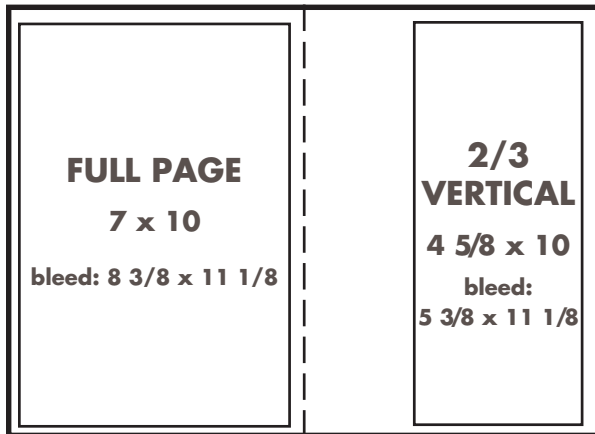


# INDIANA BUSINESS MAGAZINE

Revised 10/01



## PRODUCTION SPECS

**Color:** *Indiana Business Magazine* is a four-color process magazine. All PMS colors specified may require as many as four negatives.

**Trim Size:** 8-1/8" x 10-7/8"

**Halftones/Screens:** 133- and 150-line screen accepted  
**Negatives:** Right reading emulsion side down

**Proofs:** Must accompany all negatives to ensure proper color match

**Ad production:** In-house production from complete concept to minor type corrections is available at additional charge. If ad production is required, copy is due on space reservation date.

**Electronic Ads:** Platform: Macintosh. Acceptable media: Zip100 and CD-Rom. Compatible programs: PageMaker 6.5, QuarkExpress 4, InDesign 1.5, Photoshop 5, FreeHand 9 and Illustrator 8. Please include fonts (both the screen and printer fonts), supporting graphic files (including the graphic file's native application file) and a laser proof. Ads can also be sent as an attachment of an e-mail to [ads@indianabusiness.com](mailto:ads@indianabusiness.com). The total size per e-mail needs to be less than 3.5 MB. **Color images (including duotones) and color builds must be set for CMYK process separations.** Color and grayscale scans should be 300 dpi at their final size or else pixelization may occur. Line art should be 800 dpi. Ads received on disk or e-mail will incur production charges.

## PRODUCTION CHARGES

Layout and/or design ..... \$50 per hour  
Velox/lineshot/halftones ..... \$25  
Color separations ..... \$85  
Duplicate or output film ..... \$20 per color  
Stripping corrections ..... \$40  
Colorproofs (required for all color ads) ..... \$50

## SHIP MATERIALS TO

Amy Krieg  
Indiana Business Magazine  
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Indianapolis, IN 46204

**FOR MORE INFORMATION  
CALL 317/692-1200.**