

# MECHANICAL REQUIREMENTS

LEADING THE WAY THROUGH THE 21ST CENTURY  
**SHOPPING CENTER  
BUSINESS™**

**France Publications, Inc.**  
**Two Securities Centre**  
**3500 Piedmont Road, Suite 415**  
**Atlanta, GA • 30305**  
**(404) 832-8262 • FAX (404) 832-8260**  
**E-mail: scbiz@francepublications.com**

**1. PUBLICATION'S TRIM SIZE:** 7-7/8" x 10-7/8".

**2. Type or Page Size:** Space is available in the following units. Advertisements exceeding type size in any dimension are considered bleed or oversize except for gutter bleed in spreads, and are subject to a 10% surcharge.

<u>Ad Sizes</u>	<u>Width</u>		<u>Depth</u>
Full Page	7"	x	10"
2/3 Page	4-1/2"	x	10"
1/2 Page (Island)	4-1/2"	x	7-3/8"
1/2 Page (Horizontal)	7"	x	4-7/8"
1/3 Page (Vertical)	2-1/8"	x	10"
1/3 Page (Horizontal)	4-1/2"	x	4-7/8"
1/4 Page (Horizontal)	4-1/2"	x	3-1/4"
1/4 Page (Vertical)	3-3/8"	x	4-7/8"
1/6 Page (Vertical)	2-1/8"	x	4-7/8"
1/6 Page (Horizontal)	4-1/2"	x	2-3/8"

**3. Number of Columns to Page:** 3 columns.

**4. Column Width:** 2-1/8".

**5. Column Depth:** 10".

**6. Offset Material:** We can accept ads as high-resolution PDFs, TIFFs or EPS files. PDF: Create a high-resolution PDF using Acrobat Distiller. PDF must be at least 300 dpi at the ad's correct size. Embed all fonts, images and logos (all should be high-resolution before embedding). Set all images to CMYK before creating the PDF, or set to grayscale if black-and-white (do not send RGB mode). TIFF and EPS: Send high-resolution (300 dpi or greater) TIFFs or EPS. Embed all fonts, images and logos (all should be high-resolution before embedding). Set all images to CMYK before creating the TIFF, or set to grayscale if black-and-white (do not send RGB mode). Save as TIFF for the Macintosh.

We do not accept the following file formats: Microsoft Publisher (.pub), PowerPoint (.ppt), or Word (.doc).

With any ad, please supply us with a color proof for color ads or a black and white proof for black and white ads. We require a proof to instruct our printer as to what your ad should look like. Contract color proofs are preferred.

**7. Printed:** Web offset.

<b>8. Bleed Specifications:</b>	<u>Width</u>	<u>Depth</u>
Single Page		
(Allows for 1/8" trim on 4 sides)	8 1/8" x	11-1/8"
Spread	16 1/4" x	11-1/8"

Keep text and illustrations 1/2 inch from binding side (gutter) and at least 1/4 inch from trim edges.

**s9. Inserts:**

**Standard Inserts:** Standard inserts are those that conform exactly to the trim size of the publication and do not include folds, attachments, die-cuts, pop-ups, pull-outs or fold-outs.

**Standard Inserts Furnished Ready for Binding:**

Earned space rates.

**Non-Standard Inserts:** Submit sample, including stock for quotation.

Non-standard inserts, including all gate-fold inserts, require hand insertion in the binding operation and a charge is made to cover mechanical costs.

**Back-Up Charges:** \$750 per single page; \$950 per spread, net.

**10. Specifications for Inserts:** Consult Publisher for specific sizes.

**11. Binding:** Perfect.

**12. Shipping Instructions:** Space orders, insertion instructions, negatives, correspondence, proofs and copy should be addressed to: Production Department, *Shopping Center Business*, Two Securities Centre, 3500 Piedmont Road, Suite 415, Atlanta, GA, 30305

**13. Storage of Printing Material:** Material will be stored by Publisher for 12 months and then destroyed unless otherwise instructed by advertiser or agency.

**14. Paper Stock:** White machine coated.

**15. Production Charges:** Cost of alterations or necessary repairs to printing material will be charged to advertiser.

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**ADVERTISING SALES OFFICE:**

ATLANTA PUBLISHING OFFICE

**JERROLD FRANCE/  
PUBLISHER**

**SCOTT FRANCE/  
CO-PUBLISHER**

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**REPRINT & CLASSIFIED AD OFFICE:**

CHICAGO

**BARBARA SHERER/  
CLASSIFIED ADVERTISING SALES**

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