

# BioMechanics

## Advertising Specifications

DIMENSIONS	LIVE AREA	TRIM	BLEED
SPREAD	15.5 x 9.875	16.5 x 10.875	16.75 x 11.125
Full Page	7.75 x 9.875	8.25 x 10.875	8.5 x 11.125
½ Horizontal	7.25 X 4.75	7.75 X 5.125	8 X 5.25
½ Vertical	3.5 X 9.75	N/A	N/A
¼ Page	3.5 X 4.75	N/A	N/A

**BINDING: PERFECT**

**GUTTER: .125"**

**SAFETY: .25"**

### MEDIA LABELING REQUIREMENTS:

Please include a copy of the insertion order, and include:

- Publication Title
- Issue Date
- Agency/Vendor/  
Advertiser Name
- Production Contact &  
Phone Number
- File Name/Number and List  
of contents

### COLOR PROOFS

In order to ensure we match the color expectations of our advertisers, we require a contract proof created from SWOP Certified System. Any other type of proof may not accurately represent the SWOP process or desired color match. All proofs for color and/or content verification must be generated from the final file and must be 100% in size. For a list of all SWOP certified digital proofing systems go to <http://www.swop.org/certification.html#cert>

<p><b>MAIN PRODUCTION CONTACT</b> Pierre Coudriau 535 Connecticut Avenue, Suite 300 Norwalk, CT 06854 Phone: 203-523-7005 Fax: 203-662-6777 E-mail: <a href="mailto:Pierre.coudriau@cmpmedica.com">Pierre.coudriau@cmpmedica.com</a></p>	<p><b>PRODUCTION CONTACT</b> Laura Farrell 535 Connecticut Avenue, Suite 300 Norwalk, CT 06854 Phone: 203-523-7039 Fax: 203-662-6777 E-mail: <a href="mailto:laura.farrell@cmpmedica.com">laura.farrell@cmpmedica.com</a></p>
<p><b>PDF/X-1A TOOLS</b> Distiller Option: DDAP Optimized Included in CMP PDF Toolkit <a href="http://pubs.cmpmedica.com/tools.html">http://pubs.cmpmedica.com/tools.html</a> Enfocus PitStop or Instant PDF <a href="http://www.apago.com">http://www.apago.com</a> Service Bureau Resources <a href="http://mediakit.cmpmedica.com/production-resources">http://mediakit.cmpmedica.com/production-resources</a></p>	<p><b>STORAGE</b> Digital ads will be stored for 13 months and then routinely deleted unless specific written arrangements are made by the advertiser to the contrary.</p>
<p><b>MATERIAL SPECIFICATIONS</b> Digital File Format: PDF/X-1a <a href="http://pubs.cmpmedica.com/pdfx1/pdfx1.html">http://pubs.cmpmedica.com/pdfx1/pdfx1.html</a> Media: CD Transmission: Ship with Proof SWOP Proof: REQUIRED <a href="http://www.swop.org">http://www.swop.org</a></p>	<p><b>PRODUCTION CHARGES</b> Changes to ads are subject to additional charges. If an ad is delivered without a proof, we may pull a digital proof and the advertiser will be charged. However, color reproduction cannot be guaranteed.</p>

<p>Frequency: Monthly Production Journal Website: <a href="http://mediakit.cmpmedica.com">http://mediakit.cmpmedica.com</a>  Last Updated: 1/28/2009</p>
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