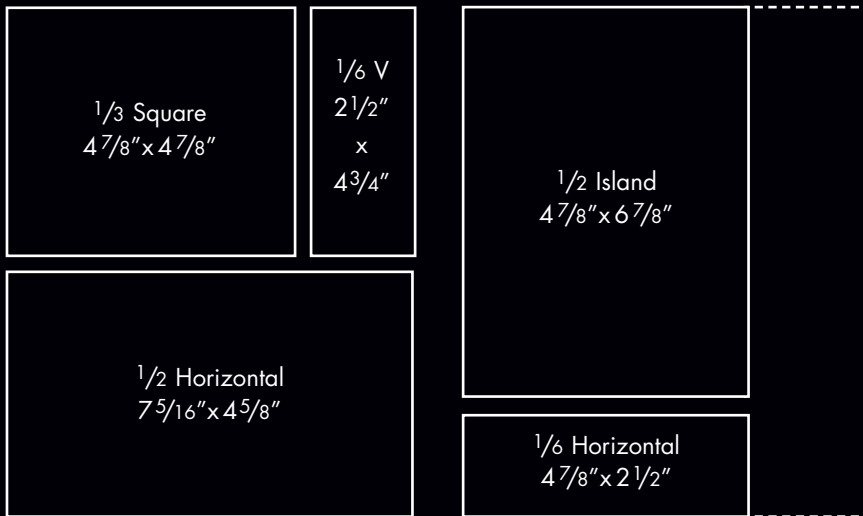
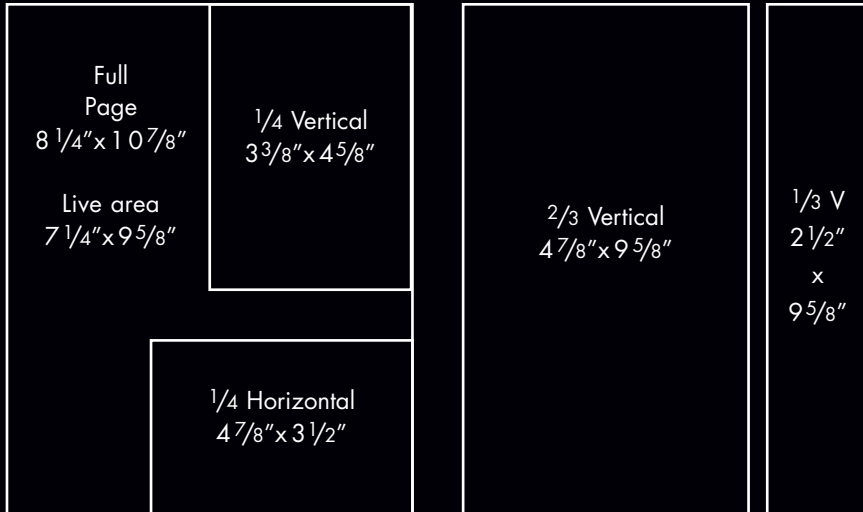


# MECHANICAL REQUIREMENTS



## Production Requirements

Trim Size.....8 1/4" x 10 7/8"  
Bleed Size.....8 1/2" x 11 1/8"  
Live Area .....3/8" from trim

Binding: .....Saddle-stitched  
Paper Stock: .....Minimum 40#  
Screens: .....133 lines preferred

## Materials Required:

Ads should be submitted on a CD-ROM disk. Acceptable formats are QuarkXpress 6.5 (or less), Adobe Illustrator .EPS, Adobe Photoshop .EPS or .TIF, Adobe Acrobat .PDF for Mac. All support files should be included (.EPS, .TIF, etc.) along with font data if submitted in QuarkXpress. All fonts should be converted to path if submitted in Illustrator .EPS or Photoshop .EPS, or embedded if submitted as a .PDF. All disks and files must be readable by a Macintosh computer. All images must be saved as

.TIF, .EPS or HI-Res .JPG. Images must be 300 dpi or greater, and in CMYK, Grayscale, or Bitmap. Images can not be used if a LZW compression is applied. **All advertisements submitted must be accompanied by a color laser proof.**

## Shipping Materials:

Ship all materials and insertion orders: P&AT Journal/Ad Sales Office  
4837 Del Ray Avenue  
Bethesda MD 20814

# 2005 / 06 CALENDAR

## 2005 January/March Journal

Ad Closing 01/03/05  
Material Due 01/20/05

## 2005 April/June Journal

Ad Closing 04/27/05  
Material Due 05/17/05

## 2005 July/September Journal

Ad Closing 08/01/05  
Material Due 08/19/05

## 2005 October/December Journal

Ad Closing 11/01/05  
Material Due 11/18/05

## 2006 January/March Journal

Ad Closing 02/01/06  
Material Due 02/17/06

## 2006 April/June Journal

Ad Closing 05/01/06  
Material Due 05/19/06

## 2006 July/September Journal

Ad Closing 08/01/06  
Material Due 08/18/06

## 2006 October/December Journal

Ad Closing 11/01/06  
Material Due 11/17/06



The Painters and Allied Trades Journal reaches over 117,000 finishing industry professionals and contractors in the United States and Canada.