

# TotalRetail specs

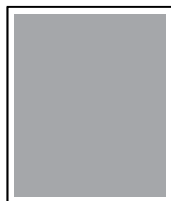
## Magazine Display Advertising Dimensions

Page Trim Size: 9" x 10.875"



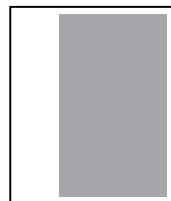
### Spread

Live: 17.25" x 10.125"  
Trim: 18" x 10.875"  
Bleed: 18.25" x 11.125"



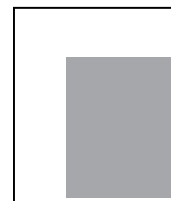
### Full Page

Live: 8.25" x 10.125"  
Trim: 9" x 10.875"  
Bleed: 9.25" x 11.125"



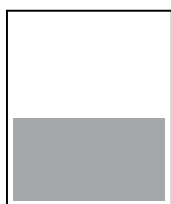
### 2/3 Page

Live: 5.25" x 9.5"



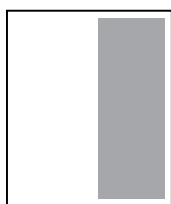
### 1/2 Island

Live: 5.25" x 7"



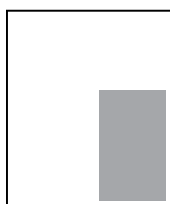
### 1/2 Horizontal

Live: 8" x 4.5"



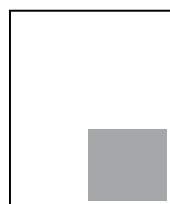
### 1/2 Vertical

Live: 3.875" x 9.5"



### 1/3 Vertical

Live: 2.5" x 9.5"



### 1/3 Square

Live: 5.25" x 4.5"



### 1/4 Vertical

Live: 3.875" x 4.5"

## General Specifications

### General Rate Policy

Rates are effective as of November 1, 2013. All business under current contracts will be protected for the duration of the contract.

### Commissions and Terms of Payment

Terms are net 30 days. Any account not paid within 30 days will be subject to a service charge of 1 1/2% per month. Agency commission: 15%; allowed only on invoices paid within 30 days. Payment for any advertising shall be due and payable at publisher's office: 1500 Spring Garden Street, Suite 1200, Philadelphia, PA 19130-4094.

### Short Rate, Rebate and Rate Protection

Advertisers not using the number of insertions on which their rates are based, within 12 months, shall be short rated for the difference in amount. Advertisers using more insertions than contracted for will receive appropriate rebates.

### Cancellations

Cancellations not accepted after space reservation closing date.

### Position Policy

The publisher guarantees no position request unless contracted for at premium rate and assumes no responsibility if position given differs from request.

Mailed the 15th day of month of issue.

### General Regulations and Policies

All copy subject to approval. The publisher reserves the right to reject or cancel any advertisement for any reason at any time. Advertisements which, in the publisher's opinion, give the illusion of editorial material will carry the word "Advertisement."

In consideration of *Total Retail's* acceptance of such advertisements for publication, the agency and the advertiser will indemnify and save harmless *Total Retail* and its officers, employees and agents against all loss, liability, damage and expense of whatsoever nature arising out of copying, printing or publishing of its advertisement including, without limitation, reasonable attorney's fees resulting from claims or suits for libel, violation of rights or privacy, plagiarism and copyright and trademark infringement.

All insertion agreements (insertion orders) shall be governed by the laws of the Commonwealth of Pennsylvania. Claims arising in connection with said agreement, or its performance by either party, may be decided by and in the state and federal courts sitting in the Commonwealth of Pennsylvania. The advertiser and the advertising agency are jointly and severally liable for payment. The advertiser agrees to submit to the personal jurisdiction of such courts as an inducement and consideration for the publisher's acceptance of the order.

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## Magazine Mechanical Specifications

**Printing:** Web offset, SWOP standards

**Binding:** Saddle Stitch

**Trim:** 9" x 10.875" | **Bleed:** 9.25" x 11.125"

**Spread Trim:** 8" x 10.875" | **Spread Bleed:** 18.25" x 11.125"

Keep live matter 3/8" inside trim, including gutter trim for spread ad (approximate total live area: 8.25" x 10.125")

### Digital Specifications/PDF File Requirements

PDF/X1-a is the required file format for **Total Retail**. Sending your ad as a PDF/X1-a protects the integrity of your ad file and ensures that it will print properly. **Total Retail** is now using a web based ad portal called **SendMyAd** for display ad submission. It is easy to use and can be accessed using a standard web browser on any computer, anywhere in the world. Just use one of the following browsers: Firefox 3.0 (or higher), Safari 3.0 (or higher), or Internet Explorer7 (or higher). You will also need Adobe Flash Player 9 (or higher).

With **SendMyAd** your display ad materials can be uploaded, preflighted, approved and delivered to us all within minutes. Advertisers can access the portal by logging on to <https://napco.sendmyad.com> to setup your account. Upon logging in you will be asked to set up a username and password. This account can be used for any publication using the **SendMyAd** portal. Please send all display print ad materials to the **SendMyAd** portal, NOT to the publication production manager. Simply log on to <https://napco.sendmyad.com> to setup your account and upload/approve your display print ad. Do not send classified ads to the portal.

Please upload your ad to the **SendMyAd** portal as a PDF/X-1a file created with Acrobat Distiller 7.0 or higher. If you need assistance please do not hesitate to call the Production Manager at the number below. Please Note:

- Scanned images for both display and marketplace ads must be high resolution (minimum 200 dpi), saved as CMYK (no RGB or JPEG graphics) as a TIFF or EPS.
- All fonts must be embedded in the PDF and be Type 1 or 3 - No Truetype.
- Bleeds must be .1250" outside trim
- All PDFs must be high res/press optimized (PDF/X-1a Compliant)
- Files must be Right Reading, Portrait Mode only 100% size, no rotations.
- If color is critical please provide us with a composite SWOP-certified color proof (with color bars) and send to the production manager at the address below. To see a list of SWOP-certified proofs we accept, please visit <http://www.swop.org/certification/systemList.asp>. We cannot grant makegoods for poor color reproduction unless a SWOP-certified color proof is supplied with your digital file.
- Ad files must be uploaded to the SendMyAd portal. Log on to <https://napco.sendmyad.com>.

Call the Production Manager at the number below if you have questions.

Please Note: Advertisers or Ad Agencies that do not comply with these specifications and/or procedures waive all claims to make-goods or refunds and hold harmless Total Retail in any and all production disputes. Send contract proofs (pre-paid) and insertion orders to:

#### **Total Retail**

NAPCO Media

1500 Spring Garden Street, Suite 1200  
Philadelphia, PA 19130-4094

Attn: Vicki Manucci/Production Manager

Tel: 215-238-5432 • Fax: 215-238-5297

## Insert Specifications

- Publication Trim: 9" x 10.875"
- Minimum insert size: 3.9375" wide x 3.6875" high
- Maximum insert size: 9.25" x 11.125" high, which will trim to 9" x 10.875" in the book.

NOTE: Insert spine dimension must be larger than the dimension of the width. (All inserts jog to head and require an 1/8" head trim & gutter trim.)

- Inserts with perforations must be reviewed with production manager prior to manufacturing of the insert. Vertical perforations should be at least 1/8" away from the spine edge.
- Inserts that are maximum size also require 1/8" face and foot trim. Keep live matter 3/8" inside the final trim size.
- Minimum stock: 60# text. Maximum stock: 10 pt.
- Four-page inserts must be supplied folded and within the sizes indicated above. Review inserts greater than four pages or with unusual shapes, folds, or die cuts with a production representative. Inserts not furnished to these standards will incur additional production charges. Check in advance with the Production Manager for quantity needed 215-238-5432.

*"The USPS has set strict standards regarding size, weight, content and/or formatting of inserts, onserts and outserts that will qualify for periodicals rate postage with a periodicals-class magazine. Some examples of items that will not qualify include, but are not limited to, items that are considered to be product samples or items that include the word "catalog". Because of the scrutiny the USPS applies to every insert it is important that you supply us in advance with an actual sample of the item you wish to insert into our magazine so that we may have it evaluated for USPS compliance. If a printed sample is not available you may provide a dummy of the item.*

*Additional postage will be assessed and passed along to you if you do not provide a sample or dummy in advance for USPS compliance evaluation and the insert is later deemed by the USPS to be non-compliant with periodicals class requirements."*

Send six insert samples to: Production Manager, **Total Retail**, 1500 Spring Garden Street, Suite 1200, Philadelphia, PA 19130-4094

## Insert Shipping Instructions

Ship inserts pre-paid to: RR Donnelley  
3401 Heartland Drive, Liberty, MO 64068-0298  
Attn: Tiffany Jay, 816-792-6346.

Inserts must arrive at the printer at least 7 days prior to publication bind date. Please check with the production manager for specific dates. Deliveries accepted 8:00 a.m. to 3:30 p.m. Monday through Friday. Inserts should be shipped pre-paid, in cartons, on skids (only 1 version per skid allowed), clearly marked Total Retail. Include issue date, quantity in each carton, plus the total # of cartons on skids being delivered. Cartons may not exceed 40lbs. Cartons weighing over 40lbs. could incur additional costs for repacking. Affix a sample of the insert to the outside of each carton. Clearly indicate if shipping multiple inserts for multiple issues. Pack two page inserts in cartons, facing the same direction. Four page or greater inserts, or inserts of an unusual shape, fold or die cut, must be discussed with the Production Manager 215.238.5432. Additional charges will be incurred if insert packing does not meet specific requirements. Please do not ship inserts more than 90 days in advance of issue.

Advertisers or ad agencies that do not comply with the above insert specifications and/or procedures waive all claims to make-goods or refunds and hold harmless **Total Retail**, in any and all production disputes.

Advertisers or agencies may also incur additional production charges if they do not comply with the above insert specifications and/or procedures.