

Quality Progress Print Advertising Materials/Specifications

ASQ accepts only digital ads for all publications.

Print Specifications

LINE SCREEN

Black and two-color: 120 or 133 lines
4-color: 133 lines. Covers only: 150 lines

BLEED

Trim size: 8" x 10 3/4"
Spread: 16 1/2" x 11", trims to 16" x 10 3/4"
Page: 8 1/2" x 11", trims to 8" x 10 3/4"

PRINTING METHOD

Body prints web offset; cover prints sheet fed. All materials and proofs must conform to SWOP specifications.

BINDING METHOD

Perfect bound, jogs to head.

ELECTRONICALLY SUBMITTED ADS

Film is no longer accepted. Ads submitted electronically must arrive at ASQ by the space reservation closing date. Please fax your hard-copy proof to 414-765-8673.

ACCEPTED FILE FORMATS

Adobe PDF is the preferred format. The creation of PDF files directly from applications is not recommended. The proper way is to create a postscript file and use Acrobat Distiller to create the PDF. Any files not created this way may process with undesirable results. Postscript and Acrobat settings are available at www.asq.org, or contact ASQ Production Services at 800-248-1946 or 414-272-8575, or e-mail bmitrovic@asq.org.

Other acceptable applications: Quark XPress, Adobe Illustrator, Adobe Photoshop, and Adobe InDesign. If submitting an ad using one of the above applications, please include the following:

- A copy of each graphic support file (art of photo) saved as a TIFF or EPS, and the files should be linked.
- All screen and printer fonts.
- A printed copy of the contents of your disk or a "collect for output" report.

Note: Macintosh format is preferred.

If you are using PC format or another application, please contact ASQ Production Services before submitting any material.

Submission

ELECTRONIC SPECIFICATIONS

You must include the following information with each electronic ad submittal:

1. A 100% (same size) color or black-and-white copy of the ad will need to accompany the digital file for clarity of copy and content. ASQ cannot be responsible for your ad if no hard copy is furnished.
2. A high quality digital proof is recommended for all 4-color and 2-color ads. If a proof is not provided, the printer will run to SWOP standards.
3. Media accepted: CD (read only), e-mail sales@asq.org (must be self-extracting archive, .sea), or ftp site. Note: An ftp client software program is required to send files to the ftp site. Contact Barbara Mitrovic at 800-248-1946 or e-mail bmitrovic@asq.org for ftp instructions.

PRODUCTION CHARGES

All charges incurred by the publication in preparation of non-file-ready ads (including file troubleshooting, layout, enlargements, or reductions) will be passed on to the advertiser. Files that do not conform to specifications or are unfit for suitable reproduction may incur charges that will be passed on to the advertiser.

Ads must conform to size specifications. Please double check mechanical requirements when submitting materials.

ART SERVICES

Please contact ASQ Media Sales (800-248-1946 or 414-272-8575) to request design or layout services. Appropriate charges will apply.

ADVERTISING MATERIAL

Digital ad files will be archived for a 12-month period, unless other instructions are provided.

Print Advertising Options

Full Page

8" x 10 3/4"
(8 3/4" x 11"
bleed size)

Keep live matter
1/4" away from
all trim

2/3 Page Vertical

(4 1/2" x
9 7/8")

2/3 Page Horizontal

(6 7/8" x 6 5/8")

1/2 Page Island

(4 1/2" x
7 5/8")

1/2 Page Vertical

(3 5/8"
x
9 7/8")

1/2 Page Horizontal

(6 7/8" x 4 7/8")

1/3 Page Vertical

(2 1/8"
x
9 7/8")

(6 7/8" x 3 3/4")

1/3 Page Horizontal

1/2 Page Square

(4 1/2" x
4 7/8")

(3 5/8" x 4 7/8")

1/4 Page

(2 1/8" x 4 7/8")

1/6 Lit. Review

(3 5/8" x 3")

1/6 Page

Print Specifications (continued)

INSERTS

1. Contact ASQ Media Sales account executives for cost.
2. Each insert counts as one insertion toward earned rate and will be billed as one page, at the black-and-white earned rate. We offer attractive, cost-efficient pricing on inserts produced through ASQ Production Services.
3. Postcard inserts will be billed as ½ page island rate, at the black-and-white earned rate. Rates for special units available upon request.
4. Unfurnished inserts must be received by the first business day of the month preceding publication.
5. Contact ASQ Production Services to review specifications, printer approval, and postal approval.

Binding Method:	Perfect bound, jogs to head
Minimum Size:	5 ½"w x 4 ½"d
Maximum Size:	8 ¼"w x 11"d
Trims:	⅛" head, skive, foot, and face
Safety:	Minimum ⅛" from trim
Stock:	9 pt. for Business Reply Mail
Perforations:	50/50, with vertical perf ⅜" from binding edge
Quantity:	Call to confirm quantity plus 4% spoilage allowance

QUALITY PROGRESS WEB AND LITERATURE REVIEWS

Size: 3 ⅝" x 3"

Font/Mechanical Info for Reviews

- Body text: 9/10.5 pt., Helvetica Condensed
- Average characters per line: 8
- Heads: 13/13 pt., Helvetica Condensed Black
- Company name, phone, etc., 9/10 pt., Helvetica Condensed Black

Web Materials:

- Color image of site (3" x 1 ¼") high resolution
- Web address
- 60-word description
- Phone number
- Company name
- Category listing
- Categories: Choose one
 - Software
 - Registrar
 - Service
 - Certification
 - Manufacturing
 - Healthcare
 - Training
 - Six Sigma
 - Education
 - Conference

Literature Materials:

- Color image of book (1 ¼" x 1 ½") high resolution
- Web address
- 60-word description
- Product title
- Company name
- Phone and fax number

Electronic Advertising Specifications

1. Banner Ad Production Specifications

- GIF or JPG file submitted as raw data (specify whether ad has been compressed or encoded in any way).
- File size limited to 16K (preferably 12K).
- Banner ad dimensions are 468 pixels wide by 60 pixels high for horizontal banner ads and 120 pixels wide by 600 pixels high for vertical banner ads.
- Convert graphics to the 216 browser-safe colors.
- Animated GIFs (GIF89a) will be accepted if prepared in the same methods as above (limited to the 16K file size and all frames must be of the same 216 browser-safe colors).
- A specific URL link should accompany each banner ad.
- Animated GIFs must be limited to four (4) loops.
- Resolution 72 dpi.

2. Logo and Product Ad Production Specifications

- GIF or JPG files only.
- Dimensions not larger than pixel sizes indicated on pixel sizes chart (whichever dimension is largest).
- Convert graphics to the 216 browser-safe colors.

- A specific URL link should accompany each logo or product ad.
- No animation is accepted for logo or product ads.

3. Quality Marketplace Material Specifications

- Product ad materials
- 25-word description
- Link back to Web site
- Graphic image

Profile Page Materials

- 60-word description
- Link back to Web site
- Contact/ordering information
- Product/service pricing information
- Graphic image

Industry Sponsor Ads

- 25-word description
- Link back to Web site
- Graphic image

Home Page Spotlight Ads

- Link back to Web site
- Graphic image

4. Careers in Quality

Banner Sizes: 442 x 70 (Vertical) and 140 x 400 (Horizontal)

File Format: .gif or .jpg

(no animation, i.e. Flash, Java, moving Gifs)

File Size: 20K max (preferably less than 10K)

Color depth: 16-bit

Alternative Text: Less than five words

www.asq.org/career

Career Center

Banner Size: 120 x 90 (button ad)—includes road-block feature

File Format: .gif or .jpg

(no animation, i.e. Flash, Java, moving Gifs)

File Size: 20K max (preferably less than 10K)

Color depth: 16-bit

Alternative Text: Less than five words

<http://careers.asq.org/search.cfm>

Approved Logo Sizes*

120 x 60

Newsletter sponsorship

Quality Marketplace Product ads

Logo ads

120 x 120

Quality Marketplace Industry Sponsor ads

120 x 240

Quality Marketplace Home Page Spotlight ads

180 x 250

Quality Marketplace Profile Page ads

120 x 600

Vertical banner ads

468 x 60

Horizontal banner ads

*All electronic advertising pixel sizes are approved as industry standards by the Industry Advertising Bureau (IAB). Contact ASQ Media Sales with questions on specifications for your advertisements.