

Ad Sizes	1X	3X	6X	12X	18X	24X
1 PAGE	16,475	16,076	15,918	14,942	14,375	13,745
2/3 PAGE	13,944	13,734	13,524	12,789	12,243	11,750
1/2 PAGE ISL	11,561	11,256	11,015	10,679	10,169	10,028
1/2 PAGE	11,193	10,794	10,637	10,112	9,723	9,377
1/3 PAGE	8,862	8,778	8,652	8,253	7,970	7,718
1/4 PAGE	7,991	7,907	7,802	7,466	7,256	7,035
1/6 PAGE	6,605	6,531	6,489	6,237	6,069	5,933

* Gross Rates

SIZE REQUIREMENTS TRIM SIZE — 9" WIDE, 10 1/2" DEEP

Ad Size W x D	LIVE MATTER	BLEED SIZE	TRIM
Full Page	8 x 9 1/2	9 1/4 x 10 3/4	9 x 10 1/2
2-Page Spread *	17 x 9 1/2	18 1/2 x 10 3/4	18 x 10 1/2
2/3 Page	5 1/4 x 9 1/2	6 x 10 3/4	
2/3 Spread	12 x 9 1/2	12 x 10 3/4	
1/2 Horizontal	8 x 5	9 1/4 x 5 3/4	
1/2 Horizontal Spread*	17 x 5	18 1/2 x 5 3/4	
1/2 Island	5 1/4 x 7 1/2		
1/3 Vertical	2 1/2 x 9 1/2		
1/3 Square	5 1/4 x 4 1/4		
1/4 Vertical	2 1/2 x 7 1/2		
1/4 Square	4 1/8 x 4 3/4		

COLOR RATE EXCEPTIONS

- A. Black & White: Deduct \$3,995 per ad size
- B. Color/Metallic Ink: Space rate plus \$2,875 per ad size

COVER RATES

- Cover 2: 25% Premium
- Cover 3: 20% Premium
- Cover 4: 30% Premium

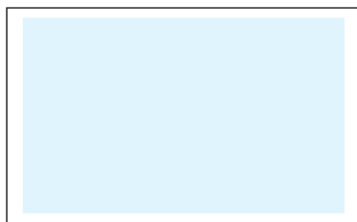
*Allow 1/4 inch for gutter pull, (1/8 inch on either side)

* Other premium positioning and consecutive ad placement 10%

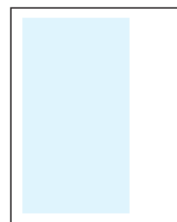
Contact your sales rep or Marianne Chmielewski at 201-902-1961 for other specifications on spreads, gatefolds and inserts.



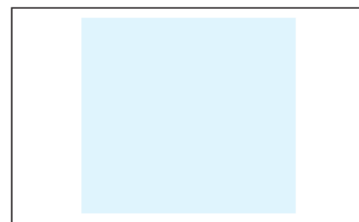
Full Page



2-Page Spread



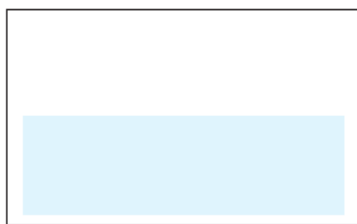
2/3 Page



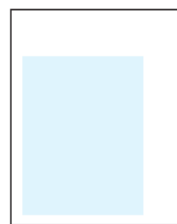
2/3 Page Spread



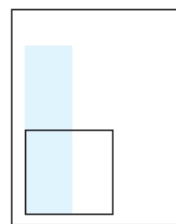
1/2 Horizontal



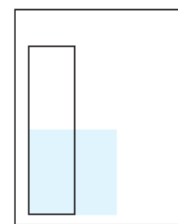
1/2 Horizontal Spread



1/2 Island



1/3 Vertical
1/3 Square



1/4 Vertical
1/4 Square

1. Prepare your Digital Ad

File Format/Color

- We only accept PDF files prepared in Acrobat 4.0+.
- See our sheet on "Guidelines to Create a Good PDF File" (page 2) and "Acrobat Distiller Settings for PDF files" (file is a separate attachment to email)
- Files not created to INC specifications are subject to additional charges. If you choose to send Native files, there will be an additional charges beginning at \$100.
- Files not received by our published ad close date are subject to additional charges to process late material.
- All ads should be 4/C process (CMYK). Ads submitted with spot colors/PMS will be converted to CMYK.

2. Proof your Digital Ad - Optional

- If supplying a SWOP Contact Proof it must be made from your final file.
- Please identify the type of proof you are submitting. All color proofs must be at 100% showing crops and bleed.
- The software used to process your digital ad will automatically convert RGB images to CMYK. These changes may not match any type of submitted proof. SM is not responsible for errors such as lo-res images. Please be sure to Pre-flight your file.
- If you choose to send a proof that is not acceptable according to INC specifications, INC will not be responsible for color or content reproduction. Unacceptable proofs submitted to INC will be used for prepress Quality Control (QC) purposes only.
- If a color proof is not submitted, INC will print at SWOP industry standards.
- Please send your (optional) color proof to:
 - Incentives magazine
 - Attn: Ad Production, Marianne Chmielewski
 - 100 Lighting Way
 - Secaucus, NJ 07094
 - Phone: (201) 902-1961

3. Ship/Transmit your Digital Ad

- INC prefers to have digital ads sent to us via our ftp site (instructions below).
- You can supply the color proof by shipping to address listed above.
- If enclosed Display Ad Instruction Form does not accompany your proof we cannot process your ad.
- Files cannot be sent via email.

Guidelines to Create a Good PDF File for Print

Your native file (i.e. Quark, InDesign, etc.) should be built with the following guidelines:

1. Do not use RGB images.
2. All fonts must be Type 1 fonts. Do not use True Type fonts.
3. All fonts must be embedded.
4. All images placed must be high resolution.
5. Do not use any Duotones.
6. Delete all unused colors.
7. Do not trap your file. Trapping will be done at the RIP by our Pre-press department.
8. Add bleed when and where necessary.
9. Ads must be created to sizes that appear on the Mechanical Specifications Sheet.

Pre-flight your native file using a product such as FlightCheck or PitStop.

Pre-flight software checks for a variety of errors such as RGB images, missing fonts, TrueType fonts, missing images, etc. Certain problems are difficult or impossible to correct in PDF so it's best to address these issues early in the process. If low resolution images, RGB colors, incorrect density or hairline rules are used, it may be impossible to match even acceptable proof types. SM is not responsible for color or content discrepancies when incorrect files are supplied, regardless of proof type.

Convert your native file to PDF using Adobe Acrobat 4.0+

1. Collect all components, such as fonts and graphics before conversion.
2. Print a composite PostScript file to disk and convert it with Acrobat Distiller rather than using the PDFWriter driver.
3. Use only our Distiller Job Option settings that are attached and can also be found on our FTP site.
4. Pre-flight your PDF file using a product such as FlightCheck, PitStop or Preflight Pro.



Display Ad Instruction Form

Order Information

Publication(s) _____ Issue Date _____
Ad size _____ Color _____ PMS # _____

All colors are converted to CMYK Process colors.

Advertiser _____ Agency _____

Contact _____ Phone _____ Fax _____

File/Media Information

File Format _____ (Acceptable file formats: PDFs)

Files not created to our specifications are subject to additional charges. If you choose to send Native files, there will be an additional charge beginning at \$100.

File name _____

File name should include advertiser name, publication and issue date.

(ex. Thrifty_INC_Sep10)

Color Proof _____ Media Type _____

We do not accept files via email!

Special Instructions _____

Digital Color Proof Information/Waiver

*This information is for ads sent via FTP site. Color Proof sent: ___Yes ___No

INC will not be held responsible for color or content if an acceptable color proof is not provided.

INC will not pull any color proofs. If ads are sent via the FTP site & a color proof is not received, INC will instruct our printer to run to the acceptable SWOP color standards.

Digital Ad Disclosure

I understand Incentive magazine is not responsible for the outcome of my ad unless an acceptable proof from the working file is provided. Files that are not prepared to our specification or not received by our published ad close date are subject to additional processing charges.

Name: _____ Signature: _____

Please email this form to mchmielewski@ntmlc.com. We can not process your file unless this form accompanies your ad file.

Specifications

Printing: Web Offset

Binding: Saddle stitch

All live matter not intended to bleed must be kept at least 1/4" from trim.

Spreads require 1/4" safety from gutter trim of each page.

Is there a difference in quality?

Because you're sending us a digital file it's not subject to scratches, dust, dirt and registration problems that can be associated with film. The reproduction quality should be better assuming the file is prepared properly.

What programs do I use to create my file?

You can use several products (Quark, PageMaker, InDesign, etc) to create your native ad file but the file must be converted to a PDF file using Adobe Acrobat 4.0+. See our sheet on guidelines to creating a good PDF file. You must use our distiller settings to create the PDF. If you don't have Acrobat 4.0+ you can go to Adobe's web site and distill your file.

What file formats do you prefer?

PDFs only. Files not created to our specifications are subject to additional charges.

Can I use spot color/PMS, duotones or RGB images?

No - color needs to be converted to CMYK. If you submit an RGB, spot color/PMS or duotone, they will be converted to CMYK automatically and may not match the submitted proof. Please be sure to Pre-flight your file.

Can I create my files on a MAC or PC?

Yes, as long they are created to our specifications. If not, font problems can occur and you will be asked to correct the file

Will you accept Acrobat 3.0 PDF files?

No

Will you accept other file formats?

Any files that are not created to the above specifications are subject to additional processing charges. Minimum processing charge is \$100. Additional processing charges are billed at an hourly rate of \$100/hr. Remember we do not charge you for files created to our specifications.

Do you check my file for errors?

For ads sent via the FTP site -- We use pre-flight software that checks to see if the file is printable. INC is not responsible for errors such as lo-res images, RGB images, missing fonts, TrueType fonts, missing pages, etc. It is highly recommended that you pre-flight your work if you have the software available (FlightCheck, etc.)

What if I don't have the ability to print an acceptable proof of the file?

Proofs are not required - INC will print to industry SWOP standards in the absence of an acceptable proof.

How do I send you my files?

The preferred method is our FTP site - Please see the following page for instructions on how to log onto our FTP site directly.

Can you make changes to my file?

Our specified file formats are not to be edited. If changes are needed to the file, it is the advertiser's responsibility to submit a new file.

Do you archive my file?

No - your file can be returned to you if provided a return address and your courier's account number.

NTM FTP Site Instructions

FTP (Internet)

- Using your modem, dial into your ISP (AOL, etc) or however you gain access to the Internet.
- Open your Internet browser, MS Internet Explorer or Netscape.
- Type in the address box: <ftp03.ntmllc.com> and hit enter (or just click on the link).
- Please use the folder labeled \INC\ad
- User ID: ftpincad
- Password: Inc88#Pf (case sensitive)